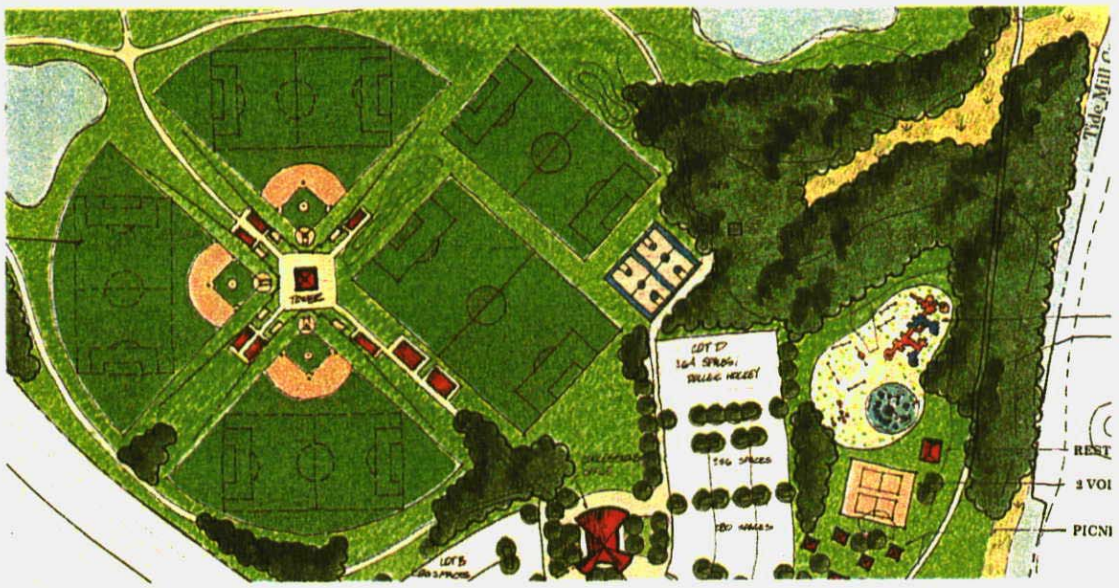
Armistead Pointe Park Master Plan



Hampton Parks And Recreation

March 1998

Langley and McDonald, P.C.

Thomas Point Associates, Inc.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Background

At Armistead Pointe Park, the City of Hampton has the opportunity to develop a large parcel of raw property into a park. At almost eighty acres, the site is one of the largest undeveloped parcels within the park system. Through an extensive master planning process, the *Parks and Recreation 2020 Master Plan*, the site has been designated as a potential site for an athletic complex to serve the entire community. The site had also been considered and then rejected as the potential site for an ice skating facility or other facility aimed at drawing users from the Hampton Roads and Mid-Atlantic regions, in addition to serving Hampton residents.

In this era of increased public demand for services and shrinking budgets, municipalities are forced to become more creative in facility planning and development, and Hampton is no exception. While it has many recreational facilities, the City needs additional ones to satisfy its present population and accommodate additional residents in the future. Furthermore, Hampton's citizens have identified maintenance of existing facilities as the most significant problem and priority for the Parks and Recreation Department. In light of this, the park planning team for Armistead Pointe Park was charged with considering financial performance of park alternatives, revenue generation from proposed activities, and public/private partnerships for park development and operation. They were also charged with working with a steering committee whose members represent a wide range of interests.

Site Location

There is a large population in the vicinity of the Armistead Pointe Park site, located between LaSalle and Armistead Avenues in the Riverdale neighborhood, and there is great demand for new recreational facilities in this area. Roughly two-thirds of the total City population lives within three miles of the intersection of I-64 and Mercury Boulevard, which is less than a mile from the site. The Magruder area is deficient in facilities in all sports. Machen Elementary School is the focal point for most sports activities in this part of the City and users report conflicts in scheduling and overall lack of availability.

The site is distinguished by its location between two branches of Tide Mill Creek, which help buffer the site from adjacent residential communities. Along the creek banks are tidal wetlands and the associated Chesapeake Bay Protection Act buffer, which have limited use potential, but which preserve water access and form a buffer on two sides of the triangular site. Other land uses immediately adjacent to the park include churches, schools and cemeteries, uses which are generally compatible with public recreational facilities. Within a mile of the park there are also a number of schools with both existing and planned neighborhood park facilities and community centers. It sits at the intersection of two major

roads, Armistead Ave. and Hampton Roads Center Parkway, and is bisected by the right-of-way for the Parkway extension. Due to its size and location, it lends itself to facility types which typical neighborhood parks do not support.

Demographics

The adjacent planning areas comprise fairly typical Hampton neighborhoods in terms of income, housing and other features. The area to the north of the site includes the neighborhoods of Tidemill Farms, Machen and Westview Lakes. Average family income in this area is higher than in the City as a whole. The planning area to the south, comprising Magruder Heights and Riverdale, is similar in income terms to the entire City but there are more renter-occupied units in these neighborhoods.

Data on population by distance from the site gives a better indication of the potential market for uses at the proposed park. There is a population of 85,000 within three miles, essentially the primary market area. The ten-mile radius contains a population of 349,000.

Recreational Needs

The locally adjusted measures of demand suggest that the most pressing recreational need in the City of Hampton is for baseball and soccer fields. The greatest regional need is for volleyball courts. The Department of Parks and Recreation has projected recreational facility demand to the year 2020. The principal needs envisioned are for baseball and soccer fields, according to the City's analysis.

Hampton's associations run programs in baseball, football, basketball and soccer using facilities at Tyler, Phillips and Machen Elementary Schools, Gosnold's Hope Park, Jefferson Davis and Syms Middle Schools and Kecoughtan High School as well as other schools and parks in the area. The principal deficiencies in these facilities and their use have to do with a lack of lighting, permanent restrooms and storage. There are also scheduling conflicts, particularly in the fall when soccer yields to football at some fields. The number of facilities seems to represent a significant limitation of the continued growth of certain sports.

The site has excellent potential for a concession stand that could primarily serve park users. While there is significant vehicular traffic on roads around the site, the surrounding area is completely residential in character and is already served by commercial stores and services of all types, principally located along Mercury Boulevard. The potential for a commercial component in the park, other than the concession, is weak.

Planning Process

As an integral part of the planning and design process, the design team led two public work sessions. The first included hands-on design exercises where participants located the facilities they would like to see on the site, and discussed site opportunities and drawbacks. While there was support for commercial or revenue producing facilities in addition to non-revenue elements, there was a strong sentiment expressed that the park should serve the widest range of uses and community residents possible, with a strong emphasis on recreational alternatives for teenagers. The majority of the design solutions developed by the public participants reflect this feeling, and included few options for features which would help to meet the financial performance or economic development goals of the project. The relationship of the park plan and Coliseum Central planning area was discussed, and the need to provide complementary facilities to avoid competition was emphasized.

In the next stage of the design process, the team formulated a strategy for providing a core set of traditional park and community amenities, such as a library, multiple use pavilion, walking paths, sports courts and playgrounds, while incorporating a potential revenue producing activity on a portion of the site. Alternatives for the revenue producing facility included a sports complex, for either soccer or softball, a fun park, and a golf training center. These options were presented at the second working session and discussed by the steering committee. Again, there was a strong reaction to any activities that were not free and available for all residents of Hampton at all times. For instance, a sports complex capable of hosting tournaments might be dominated by traveling teams from outside the City, excluding residents. A water park that would be used by Hampton residents and visitors alike might exclude some Hampton residents if there were a fee associated with it. Detailed economic and financial performance analysis of some of the major alternatives considered are included as Appendix C, and are summarized as follows.

Economic Analysis of Alternative Uses

The design team identified a list of potential uses that could generate income and worked with the Steering Committee and the public to focus on the most desirable. We evaluated economic and financial issues associated with the following:

- Concession Stand
- Convenience Store
- Golf Training Center
- Rock Climbing Wall
- Ropes Course

- Soccer Complex
- Softball Complex
- Sports Amusement Center
- Swim Center
- Water Fun Center

Among the ten recreational features evaluated in this report, the evaluation factors of financial feasibility, economic impact and compatibility in the market area point to a smaller group of program components that deserve greater consideration. The fun pool would have the best potential to cover a significant portion of its operating expenses and, over time, to pay a portion of its debt service. The expanded golf amusement park appears to have potential as a profitable private project, although not necessarily on the Armistead site. The softball would have a much larger economic impact than the other alternatives, but there would be little income from its operation to offset expenses or pay debt service.

Conclusions

The resulting master plan represents a combination of the strongest ideas from the community, the steering committee and the design team, yet based upon steering committee direction does not emphasize financial performance goals. The proposed civic activity complex includes a library, and an indoor/outdoor multipurpose pavilion with flexibility to support numerous functions. It overlooks Tide Mill Pond and incorporates a variety of plazas, a stage, open lawn and small neighborhood-type recreation features. The proposed athletic complex includes softball fields, soccer fields for various age groups, basketball and volleyball courts, and has been designed in part to meet expressed public school athletic field needs. A parking area is designed to accommodate portable roller hockey rinks. Flanking the athletic complex is a picnic and playground area, including large group use pavilions as well as individual shelters and tables. The play area is a combination of a water spray playground and a large scale adventure playground unlike any others in Hampton. A multiple use trail will link all park features and would take users through the existing wetlands and wooded areas on site. A canoe and kayak access point provides an opportunity to heighten environmental awareness of the site and the region through education and experience.

In the final analysis the Steering Committee indicated a preference for a multi-use park with a strong sports field component designed for primarily local use. While the facility would be able to support some tournament activity, it would not be a tournament complex for softball or soccer in the way that some of the newer multi-use field complexes are. The Committee rejected the concept of user fees as a way to off-set operating expenses and debt service, and chose a community park over a regional facility. There are nevertheless some income-

generating components that should be considered for development in conjunction with the park, particularly the concession stand, the batting cage and the picnic area that could be rented to local companies.

The budget developed for Armistead Pointe Park is approximately $7,760,000 and is broken into major use elements for analysis. The sector north of the Hampton Roads Center Parkway is budgeted at $3,870,000, including over $2,000,000 for the branch library building. The sector south of the parkway is budgeted at $3,360,000, and includes the athletic complex. With basically separate infrastructures, the two sectors could be developed independently. Note that parking costs are shown totally within each sector's budgets, and are not shown by use. The entire site has additional general development costs of approximately $535,000, including a new sanitary sewer pump station costing $250,000. These general infrastructure items need to be developed to serve the entire site, regardless of which facilities are developed first.

The attached budget figures are based upon the recommended plan for Armistead Pointe Park and represent construction and development data available in March 1998, with a fifteen percent contingency for inflation and unforeseen market factors. They represent a reasonable budget for capital improvement programming and evaluation. Each element reflects the full cost to provide the item or facility, complete-in-place. For instance, the cost of a softball field includes clearing, grading, all materials, fencing, bleachers, bases and seeding. As there are numerous detailed decisions and refinements that will be made during subsequent design phases, these figures are not intended to be used as strict construction estimates.

Master Plan
Armistead Pointe Park

City of
Hampton, Virginia

L&M #1960036-001.01 MARCH 1996 DWG. #25275 - I

BACKGROUND

The master planning of Armistead Pointe Park is part of an ongoing process by Hampton Parks and Recreation to develop recreational facilities on the site. The 79 acre parcel located at the intersection of North Armistead Avenue and Hampton Roads Center Parkway was purchased by the City for the potential future extension of the parkway and for recreation.

Since 1996, Hampton Parks and Recreation has undertaken three planning studies that have bearing on the Armistead Pointe Park Master Plan:

- ***Athletic and Facility Assessment***, Hampton Parks and Recreation Dept., March 1996.
- ***Recreational/Cultural Facilities Needs Assessment and Economic Impact Analysis***, ZHA, Inc., Hollander, Cohen & McBride, September 1996.
- ***Parks and Recreation 2020 Master Plan***, Hampton Parks and Recreation Dept., adopted March 1998.

The two studies by the Parks and Recreation Department reviewed use trends and facility needs in Hampton, tested public opinion and desires, and established goals for recreational development over the next five years and until the year 2020. Soccer and baseball were recreational needs that were identified as being underserved with existing facilities, and better maintenance of existing facilities was identified as a top priority for the department. The 2020 plan establishes that the best use for the Armistead Pointe Park is as an athletic complex to serve the entire City.

The ZHA study focused on the potential for Hampton to develop recreational facilities that would draw visitors from Hampton Roads and the Mid-Atlantic region. A Space Camp, an ice rink and an aquatic complex were strongly recommended. While the Armistead Pointe site could accommodate an ice rink or aquatics complex, the City feels other sites would be better suited for those uses. For additional detailed recreational demand analysis, refer to Appendix C.

SITE ANALYSIS

Site Context

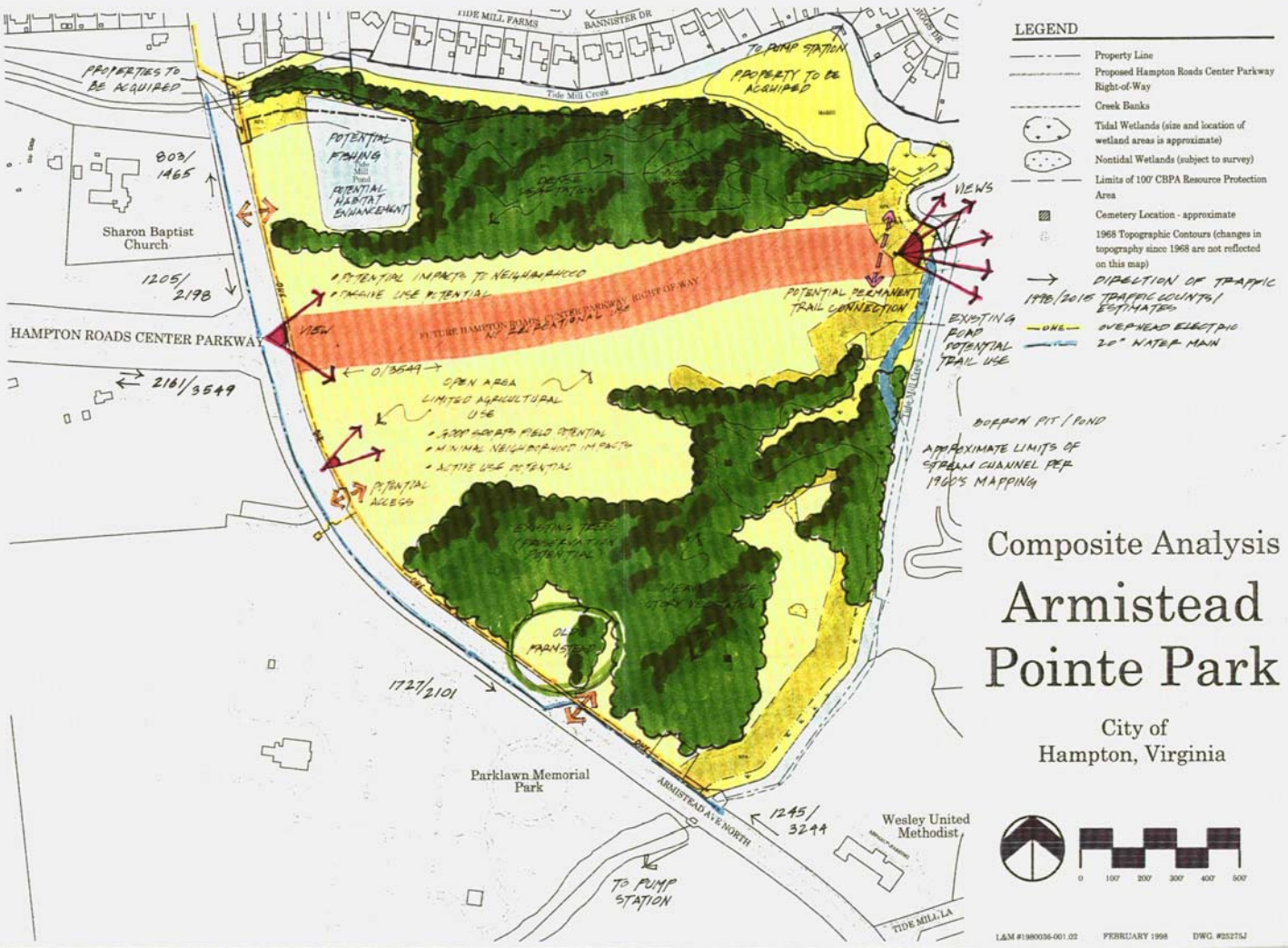
The park is located in north central Hampton, an area characterized by well established neighborhoods of single family homes with some new apartment developments. Nearby are numerous institutional uses such as schools, churches and cemeteries along Armistead Avenue and Tide Mill Lane. Although close to Langley Air Force Base, the site is not within flight paths. Land in this area has been used for material extraction and agriculture. The site itself encompasses an old borrow pit, Tide Mill Pond, and has been primarily used as a farm. Under an arrangement with the City, a lessee still harvests hay on the park property. It is also currently used by the Police Department for canine unit training, and by horse riders from the nearby stable. Signs of apparent unauthorized use of the site include litter, clothing, clearings and signs of temporary encampments.

The Armistead Pointe Park site is currently zoned R-9, as are the surrounding properties. This is a moderate density residential designation which allows for park use, subject to approval of a use plan by the Planning Commission. Two branches of Tide Mill Pond define the northern and eastern boundaries of the site. A very narrow strip of private property exists between the site and the northern branch of the creek. A portion of Tide Mill Pond and most of the creek shoreline are within this parcel, which should be acquired and incorporated into the park.

Tide Mill Creek is a tidal creek that feeds into the southwest branch of the Back River and ultimately the Chesapeake Bay. The water level is highly variable due to tidal action and at times the creek is primarily a mud flat, although it can be navigated by small water craft with shallow draft during most normal tides. Low bridges on LaSalle Avenue, restrict the size of boat that can navigate the water. Those with the proper equipment and knowledge of the tidal conditions, however, can be rewarded with access to biologically rich marshes and wetlands. The creek and associated wetlands can also serve to buffer the most immediate residential community at Tide Mill Farms from potential park activities.

Access

The site is accessible from North Armistead Avenue. Three existing median breaks could be used to provide access to the site with the addition of left turn storage lanes to southbound lanes at two of the breaks. Hampton Roads Center Parkway currently ends at Armistead Avenue and will be a primary route to the park. The Parkway is limited access, however and will not provide direct access to the park even if constructed.



Composite Analysis
Armistead Pointe Park

City of
Hampton, Virginia

L&M #1980036-001.02 FEBRUARY 1998 DWG. #25275J

The park site is bisected by the reserved right-of-way for the potential continuation of Hampton Roads Center Parkway. While this roadway is not currently in capital improvement plans, the ultimate right-of-way is being reserved for it. At some point in the future it is anticipated that the level of service of Mercury Boulevard will decline to the point where the parkway will be necessary. In light of this, the City has directed that no recreational facilities be provided in the ultimate right-of-way, and has expressed the need for the stormwater storage demands of the roadway to be accommodated within the park.

Trails & Greenways

While there is no recognized bike route or greenway system in the City, the park may be a destination point for cyclists and should accommodate their use of the site. As noted above, with access to Tide Mill Creek, there is also the potential for canoe and kayak use. A planning effort is underway for a canoe/kayak trail on Newmarket Creek, which runs from Newport News to the Back River south of Tide Mill Creek. There is growing support for this type of system in Hampton, for both recreation and environmental education opportunities, and the organizers feel that an associated effort along Tide Mill Creek would be supported. Neighborhood residents and other volunteers have organized in the past for several cleanup efforts along Tide Mill Creek.

Vegetation

The site consists of cropland, woodland and marsh. Wetlands on-site include adjacent emergent and scrub/shrub tidal wetlands associated with Tide Mill Creek, non-tidal isolated palustrine forested wetlands, and non-tidal emergent wetlands. Many areas adjacent to Tide Mill Creek have been disturbed, apparently by dredging activities, and thus are monocultures of common reed, *Phragmites australis*. Typical species occurring in forested or emergent wetlands on-site include: sweet-gum, (*Liquidambar stryaciflua)*, green ash, (*Fraxinus pennsylvanica)*, loblolly pine, *(Pinus taeda)*, blackberry, (*Rubus* sp.), Japanese honeysuckle, (*Lonicera japonica)*, golden rod, (*Solidago* sp)., soft rush, (*Juncus effusus)*, wood reed, (*Cinna arundinacea)*, and wax myrtle, (*Myrica cerifera)*.

Soils

A review of the *Soil Survey of the Cities of Hampton, Newport News, Poquoson and Portsmouth, Virginia (Interim Report)* indicates that soils on-site consist of hydric sandy loams with gravel. Although no on-site soil sampling has been performed, casual observation suggests an area of apparent fill material composed of non-hydric sands and sandy loams associated with the non-tidal wetland in the north portion of the site. Fill material for the small road on site may have been deposited from the excavation of the pond, located at the

northwestern corner of the property. Fills along the eastern branch of Tide Mill Creek are likely to have been deposited during an apparent channelization of the creek. Comparison of current mapping to older aerial photography also indicates realignment of the channel since the mid 1960s.

Woodland areas of the site contain scattered debris above ground (automotive bodies, bottles, cans, concrete, scrap metal, asphalt, piping, furniture, one possible farm tank, and other miscellaneous items), with some partially to fully buried debris. Due to the amount of debris and the heavy underbrush, care will have to be taken during any clearing or excavation of the site. Removal of underbrush and debris will be necessary to prepare the site for public use. It has been recommended that the City perform a phase one hazardous material assessment to determine the extent and nature of any subsurface contamination on the site prior to undertaking detailed design studies for the park.

In addition to debris, three headstones were also observed within the wooded portion of the site. Portions of two of the crypts in the wetland area were above ground, probably as a result of frost heave over the years.

Wetlands

Since a 1989 wetland delineation of the site was more than five years old, it is considered invalid by regulatory agencies. As part of an evaluation of current wetland conditions, the tidal and non-tidal wetlands were flagged in the field and mapped (refer to Composite Analysis). The U.S. Army Corps of Engineers will visit the site in April 1998 to confirm the wetland delineation. The current mapping is generally consistent with the prior determination; however, there appears to be a slight increase in the extent of the non-tidal wetlands. This is probably due to the record rainfalls that occurred during the evaluation and the 1997-98 winter in Hampton Roads. Based upon the wetland mapping, the one hundred foot Resource Protection Area (RPA) mandated by the Chesapeake Bay Protection Act (CBPA) has been established for planning purposes.

In addition to the naturally occurring wetland areas, there are man-made features such as the existing Tide Mill Pond. The pond was originally a borrow pit, and it is likely that the road through the property was built up from material excavated from the pit. The existence of several borrow pits in this area of Hampton indicates that there is likely to be high quality material sand and soil on site for park development.

Tide Mill Pond is currently used for fishing, and the depth is unknown. It has the potential to be used as a stormwater detention basin (best management practice or BMP), however doing so could jeopardize the water quality, and therefore some of the recreational potential of the pond. The banks should be regraded, adding a wetland bench with aquatic vegetation for

visual and wildlife habitat enhancement. This bench could also provide for safety of park users and for mitigation of other on-site impacts, if necessary. It should not be considered for use for swimming.

Visual Quality

The visual quality of the site is generally high and varies as one moves around the site. The variety between the open fields, the stands of mature trees, the pond, marshes, and views out along the creek provide visual interest and diversity. This combination of fields, woods and wetlands is also representative of the visual character of the Virginia tidewater landscape that is disappearing from rapidly urbanizing areas. The low density of surrounding land uses further adds to the feeling of openness and being out of the City. In portions of the site, however, the understory vegetation is so heavy that views are limited, which can make for an uncomfortable user experience. Park facilities should be planned to maintain the visual variety and feeling of openness, to enhance strategic vistas and to provide the level of visibility required for security in use areas. Vegetation management measures to open sitelines and path corridors, and to remove undesirable materials will need to be undertaken in the wooded areas.

Cultural Resources & Threatened and Endangered Species

A request for a literature search has been sent to the Virginia Department of Historic Resources, the Virginia Division of Natural Heritage, and the United States Fish and Wildlife Service to determine if any known or suspected archaeological, cultural or historic sites have been previously identified on the site and to identify any known or suspected locations for Federal or State threatened or endangered species on the site or adjacent property. The Agency responses are pending.

Utilities

Electrical power and water for most typical park facilities can be provided to the site from existing lines in Armistead Avenue. There are currently no sewer lines adjacent to the site in Armistead Avenue. There are two pump stations , PS #133 and #125 within a quarter mile of the site, serving residential developments. In order to provide sewer service to the site, a new pump station will need to be built at the site. Currently the City requires a standard design for a pump station that they maintain. The budget for a standard pump station should be two hundred fifty thousand dollars, and has a capacity that exceeds any uses anticipated at the park. Smaller, more economical commercially packaged pump stations could be substituted for about a third of the cost; however, a maintenance contract for a private maintenance company would need to issued, which is a fundamental change in City policy. Pump station costs are included in Appendix A.

PUBLIC PLANNING WORKSHOP

The first planning workshop for the project was held near the site at Machen Elementary School on February 14, 1998. Over thirty people representing the surrounding neighborhoods, potential user groups, athletic organizations, and City planning and youth commissions took part in planning exercises. In the hands-on process, the participants used base maps and templates of potential park facilities to plan what they would like to see on the site. Participants worked in groups of their own choosing for the first design exercise and then presented their plans. For the most part the groups developed plans that had a diversity of elements throughout the park. The solutions included primarily traditional park facilities that aimed to serve the widest range of users. Templates for retail uses such as fast food concessions and sports rentals were available for use and were incorporated to a limited extent. One group incorporated a tournament softball facility with the goal of a strong economic benefit derived from sports tournaments through expenditures on hotels and meals while in Hampton.

Over a working lunch there was a spirited discussion of the background of the park planning process, environmental constraints and site characteristics, and Hampton Parks and Recreation's goals and priorities, including consideration of facilities that could have positive financial performance or economic development benefits. This last factor reflects a national trend in recreation planning and development and it drew the most debate. The *Parks and Recreation 2020 Master Plan* identifies maintenance as being the community's first priority for the department to address, followed by the provision of certain additional athletic facilities (refer to Appendix C for detailed demand analysis). While this has resulted in some budget increases, the demands continue to strain the resources. Attendees questioned why the City was even considering building more facilities if they could not keep up maintenance of existing ones. The team's economic planning consultant discussed this issue, exemplifying the City's commitment to overcoming this challenge and to considering new strategies for park planning and operation. An overview of how other municipalities are addressing the same problem was presented, illustrating the advantages of considering creative programming, development, and management models. Examples such as the following were discussed:

- A Parks Authority that has formed a for-profit entity to develop specialized facilities that generate revenues subsidize the general parks funds (Prince William Co, VA).
- A Parks and Recreation Department that issued a Request for Proposals to private developers to build and operate recreation facilities on department property, resulting in over one million dollars in capital improvements and revenues to the county (Pima County, AZ).

- A scenario in which a private sector partner, such as a fast food restaurant, develops recreational facilities in lieu of lease payments for a development site within the park, or simply assumes sponsorship in return for some name recognition.

While participants acknowledged that there was a need for better maintained parks or higher quality facilities than current parks operating budgets allow, there was an expression of resistance to the consideration of revenue generating park features on the part of many attendees. It was stated by some that they feared that the economic performance of a proposal would become the overriding factor for analysis, and that anything that did not generate revenue would not be built. There was also a concern that any private sector partnerships on the site or activities that required fees, even if only limited to a portion of the site, would restrict opportunities to residents that could not afford them.

Following this discussion, participants were divided into teams with members representing different viewpoints or backgrounds. Each team then prepared another park plan using the templates and scale maps. The program elements in each of the five final plans are summarized in the following table. Again, most of the plans emphasized a balance of features for a diverse group of users. More passive activities and civic uses, such as a library, were generally incorporated to the north of the parkway right-of-way, while more active crowd generating activities such as athletic fields were generally limited to the south sector of the site. These trends and the range of program elements presented became some of the guiding principles in the conceptual design phase of the project.

Program Elements from Final Plans, Saturday, 2/14			
Plan #1	Softball complex,	one warm up one soccer	8 Volleyball Fast-food/Retail
Plan #2	2 Softball 1 Full-size Soccer 2 Youth Soccer Pool 4 Basketball 2 Volleyball 1 Ropes		1 Youth Football Horseshoes Amphitheater Small Trail Picnic Play Garden
Plan #3	2 Full-size Soccer 2 Softball Playground - Large Indoor Pool Community Center		2 Basketball Picnic Putting 2 Volleyball Trail
Plan #4	Botanical Garden Pool Lazy River Mini Golf Ropes 2 Youth Soccer Full-size Soccer Playground - Large Very Large Comm/Rec Center		Amphitheater Paddle Boats Little League Softball - 1 Fountain Batting Cages Library Volleyball - 2 Trail
Plan #5	Rec Center Library Pool Complex Ropes/Climbing Course Stage Fountain Large Playground 6 Tennis 4 Volleyball		Multi-use Black Top Court Fitness Trail Picnic 4 Basketball Retail Gazebo Softball - 1 2 Full-size Soccer

CONCEPTUAL DESIGN PHASE

Alternative Conceptual Plans

Three alternative plans were developed by the design consultants for further discussion based upon feedback from the public workshop, steering committee and from further input from the Parks and Recreation and Planning Departments. The goal was to illustrate ways that the diverse range of free community-based activities desired by the public could be accommodated on the site while still allowing for the development of recreational features which could also have economic and/or financial performance benefits. In each of the alternatives, the community based elements that would be developed and administered by the City were concentrated on the north portion of the site. Depending upon the alternative, some of these were also incorporated on the south portion of the site.

In each of the alternatives, the potential revenue generating or "retail" operations were concentrated on the south sector of the site, where they would be less intrusive to surrounding neighborhoods, and where site visibility is generally higher. Potential uses included a tournament athletic complex for either soccer or softball (but not both), a "fun park", and a golf training center. Each of these also incorporate potential retail food establishments. It was recognized that these facilities would not necessarily be developed or operated by the City. Further, it was acknowledged that there is the potential to designate a portion of the site for commercial recreational activity and receive proposals from developers for facilities that they would build and manage. In such case, facilities other than those illustrated in the conceptual plans might be realized.

Development programs and conceptual plans for the three alternatives are provided in Appendix B, and detailed pro forma analysis of costs and potential returns for each alternative are included in Appendix C.

STEERING COMMITTEE MEETING

At the second working meeting with the steering committee, the economic and financial considerations dominated the discussion of the park alternatives. One of the primary goals of the meeting was to try to establish whether the priorities for park development should include financial performance or economic development goals in addition to quality of life issues. As used in this analysis, "financial feasibility" or "performance" takes two factors into consideration. First, it relates to need or demand in the community (the market) for a specific facility. Second, it considers the extent to which a facility could produce revenue to pay operating costs and recover capital improvement costs. "Economic impact" or "benefit", on the other hand, refers to the effect of the facility on other businesses, such as sales and employment at hotels, restaurants and other service providers in the affected area, using selected financial and economic criteria. Potential facilities were also evaluated in terms of their compatibility with other uses in the market area.

Of the three alternatives presented, the athletic complex and the water fun park were viewed as the most feasible, desirable, and the options with the most financial potential. The athletic complex would generate revenue in the community, but not on-site. It was suggested that the hotel owners who stand to benefit directly from the facility might directly contribute to the development costs. The water park could show a positive cash return and could have some potential benefit to the community in extended hotel stays and related activities. The golf training center was not considered to have a significant performance potential and provided services that are currently being provided at three other nearby locations. Similarly, the potential for most retail use on the site is very limited, due in part to nearby competition at established locations, and the fluctuating levels of park use anticipated. For further detailed economic analysis refer to Appendix C.

Throughout the discussion participants voiced a concern that the youth of Hampton be the primary focus of park facilities. The demand for both soccer and softball fields was acknowledged, and from a community use perspective the sports were considered equally important. With regard to tournament facilities, it was generally agreed that there would be a high demand for a softball tournament facility to host teams from throughout the Mid-Atlantic region. Tournaments have the potential of restricting opportunities for local teams, however. In terms of soccer, it was generally agreed that a tournament facility would not have the same high demand as the softball and may suffer from competition with larger facilities being built in Virginia Beach and James City County. It would serve the needs of local and regional travel teams.

As at the first meeting, there was a consensus that the facilities at the park should be well balanced and should not place too much emphasis on any single activity. There was also a virtual mandate expressed that there should be no fees associated with facilities in the park.

This was expressed in regard to the water park proposal. Participants were asked to consider a scenario with a fee-based water park on a relatively small portion of the site, and a balance of non-fee sports fields and park facilities on the remainder. Water parks, especially when associated with a picnic environment that can be rented for special events, have been shown to be profitable in public park settings and the market indicators for one in Hampton were favorable. Despite the fact that other desired recreational needs would be served, and that positive revenue could provide for improved maintenance or upgraded park facilities, the steering committee stated that the water park should not be considered if it required user fees, as some citizens would therefore be excluded from using the water park.

Others concerns raised at the steering committee meeting include the following:

- If any revenue generating portion of the plan becomes too successful, will it be expanded at the exclusion of other features?
- Concern about noise, lights, traffic from tournament use.
- The relationship between the Briarfield softball tournament fields and a new tournament facility; is this a complement or a replacement that makes Briarfield obsolete?
- Can the City cover the operating costs for a tournament facility? Salem, VA's costs are three quarter of million dollars per year.
- Could a bed tax cover operating costs? Could adequate return be assured to offset negative reactions to additional taxes?
- Whatever the outcome of the process, don't "sugar coat" the plan, describe it frankly.

MASTER PLAN

Based upon the direction from the steering committee and involved City departments, the site program and recommended Master Plan (shown on page 6 of this report) were developed. Program input was also provided at this point from the Hampton Schools Athletics Division. The Athletic Director expressed a need for softball fields for school teams, with children's soccer fields in the outfields.

The resulting plan achieves a balance between passive and active uses and does not emphasize revenue producing or fee-based activities. As in the preliminary concepts the north portion of the site includes the civic activity center with a library and multiple use pavilion for special activities. While the pavilion and its associated exterior spaces could be reserved or rented by groups for special occasions, it is not seen as primarily a commercial venue. The south side incorporates athletic fields of varying sizes including some that can be used by select leagues, high school teams and traveling leagues. Both soccer and softball are represented, but because the number of fields are limited, large tournament use is not anticipated. A water playground with interactive spray features, a large adventure playground, and group and individual picnic facilities are also included on the south portion. A pavilion to support concessions, administrative functions and restrooms is centrally located, and a maintenance compound houses equipment and the sewer pump station for the park.

MASTER PLAN PROGRAM SUMMARY

South Sector
Three Softball Fields - With Children's Soccer Field in Outfields, Central Tower
One Regulation Soccer Field with Bleachers for High School Use
One Youth Soccer Field
Two Basketball Courts
Two Volleyball Courts
Concession/Restroom/Administration Pavilion
Picnic Area
Water Spray Playground
Adventure Playground
Canoe/Kayak Access
Multi-Use Trail
Maintenance Compound
Roller Hockey in Parking Lot
Parking ± 428 Spaces

North Sector
Library
Indoor/Outdoor Activity Pavilion
Stage/Plaza
Botanical Display in Screen Plantings
Paddle Boat Rental/Dock
Fountains in Tide Mill Pond
Gazebo
Playground
Open Lawn Area
Multi-Purpose Court
Multi-Use Trail
Parking ±130 Spaces

DEVELOPMENT GUIDELINES

The following guidelines are based upon Hampton Parks and Recreation preferences, as well as recommendations of the design team. They are intended to provide guidance for further design. Options are provided for some of the elements to allow for flexibility in design and budget.

General

- Establish a basic palette of materials to be repeated throughout the park in buildings, pavilions, signs, playgrounds, walls, fences and paving.
- Utilize the existing roadway and cleared areas for path alignment through wetlands and park natural areas to the greatest extent possible. Minimize additional tree clearing where possible during subsequent design phases. Stake paths and site features to avoid disturbance to trees and root zones under canopies.

Materials

- Materials should be durable and minimize long term maintenance requirements.
- Wood should be limited to minor elements, such as light bollards, or to specific applications where other materials are aesthetically or functionally inappropriate.
- Recycled lumber may be used in place of wood in most applications.
- Integrally colored masonry and concrete materials provide color and allow for occasional sandblasting to remove graffiti and cleaning. Rough textures such as split face block discourage vandalism.
- Powder coated polyester or vinyl-dipped materials generally provide a high quality, long wearing surface for most park elements, including play equipment, benches and tables. Parks staff prefer expanded metal furniture with dipped vinyl coating for ease of maintenance, color selection and low incidence of carving, painting and burning of the coatings.
- Concrete benches, tables, and water fountains with exposed aggregate and smooth surfaces are also acceptable, if they have superior design qualities.

Plant Materials

- Landscape materials should be native or adapted to the site conditions and capable of thriving with minimal supplemental water, regular pruning or frequent fertilization.

- Xeriscape design principles of site preparation, grading, mulching and plant selection should be followed for most park landscaping.
- Concentrate plant materials with specialized maintenance requirements in limited areas where functional or aesthetic characteristics dictate their use.
- Large scale tree plantings should be established outside of the proposed right-of-way of Hampton Roads Center Parkway to allow for growth and buffer development prior to parkway construction.

Utility Development

- North and South sectors of the park must be developed as complementary but primarily independent systems. Any permanent utility linkages such as sewer lines or electrical conduits must be established prior to Hampton Roads Center Parkway development, and designed to accommodate future roadway construction.
- The site will be served by a single sewer pumping station in the south sector. Water and storm drainage systems should be independent for each side.
- The sewer pumping station shall be City standard. A more economical commercial package station could handle site demands, however a mechanism for maintenance would need to be established, as City forces do not currently maintain package systems.
- Storm drainage for the Hampton Roads Center Parkway extension through the site needs to be accommodated on site.

Circulation/Accessibility

- Major park elements must be accessible to all users, with all-weather path surfaces.
- Accessible features such as playground equipment and picnic tables should be as mainstream and integral as possible, and should not limit user options to only a few areas. For instance, provide picnic tables with an appropriate height and overhang so that every table can be accessible.
- Asphalt paths provide the most economical surface for general use, including maintenance vehicles, wheelchairs, skaters and cyclists. It provides some flexibility in areas with potential settlement or heaving. Seal coats provide color, durability, and a higher quality surface for sports courts and skating.
- Concrete is a higher cost option but can provide a high quality surface with unique design options in pedestrian plazas and high use areas, or for skating tracks.
- For the path through the Chesapeake Bay Resource Protection Area, if high use justifies widening beyond six or eight feet, a braided path with a vegetated, variable width median should be considered.

- Development of the parkway right-of-way shall be limited to a permanent crosswalk at North Armistead Avenue and a trail connection at the RPA on the east side of the site, and any necessary utility connections. Temporary open grass areas and path connections may be established until the parkway is developed.

Lighting

- Low level bollard lighting should be incorporated on all pathways if the park is to operate outside of the typical dawn to dusk hours (as it is anticipated).
- The three softball fields and the regulation soccer field should each have an independently operated lighting system.
- Exterior spaces associated with the Activity Pavilion should incorporate lighting options for a variety of uses, including additional electrical outlets.

Park Buildings

- Textured masonry and/or hollow steel columns are recommended for pavilions and other open structures, including prefabricated picnic pavilions.
- Rolled metal roofing is recommended for minimal maintenance, clean appearance and color options, however 25 year shingles can be considered for capital budget reduction.
- A combination of pavilion sizes should be used in the picnic areas, to accommodate large and small groups.
- Textured masonry is preferred for exterior faces, to minimize graffiti.
- For restrooms, glazed block or tiled interior walls with sealed grout minimize maintenance and moisture absorption.
- Quarry tile floors are preferred to concrete for easier, more effective cleaning.
- Stainless steel lavatories and toilets provide maximum durability, while porcelain is an acceptable substitute on secured sites.
- The maintenance building should accommodate at a minimum a front mount mower, 2 Cushmans, and limited chemical and tool storage.

Athletic Fields

- Bermuda grass should be used on all sports fields.
- Big bladed, dwarf fescue grass is preferred by parks administration for other use areas without the addition of fine bladed rye and bluegrass.

- Softball fields should be fully fenced for traffic control and use delineation, but do not need to be individually secured against off hours use.
- Players benches in dugouts should be set in a concrete pad. Dugout roofs are optional based upon budget and projected ultimate use (High school games vs. recreation leagues).

Irrigation

- Ballfields and turf areas with heavy traffic need to be irrigated and zoned for independent operation of each field.
- Special use areas such as the Activity Pavilion exterior spaces should be irrigated for optimum appearance at all times.
- Perimeter and buffer turf areas do not need permanent irrigation systems. Water lines with quick couplers should be accessible to most landscaped areas to facilitate occasional manual watering or use of portable impact sprinklers during drought.
- Planting beds that need supplemental water may be irrigated with either spray or drip systems.
- Irrigation source development needs to be evaluated further during the design phase. Wells may be able to provide adequate water for irrigation. If well water contains high iron levels it should be limited only to grass and planting areas that do not contain structures and surfaces that could be stained. Municipal water is available for irrigation and could be tapped from the proposed 8" service lines for domestic and fire hydrant use.

APPENDIX A

DEVELOPMENT BUDGET

DEVELOPMENT BUDGET

The budget developed for Armistead Point Park is approximately $7,760,000 and is broken into major use elements for analysis. The sector north of the Hampton Roads Center Parkway is budgeted at $3,870,000, including over $2,000,000 for the branch library building. The sector south of the parkway is budgeted at $3,360,000, and includes the athletic complex. With basically separate infrastructures, the two sectors could be developed independently. Note that parking costs are shown totally within each sector's budgets, and are not shown by use. The entire site has additional general development costs of approximately $535,000, including a new sanitary sewer pump station costing $250,000. These general infrastructure items need to be developed to serve the entire site, regardless of which facilities are developed first.

The attached budget figures are based upon the recommended plan for Armistead Pointe Park and represent construction and development data available in March 1998, with a fifteen percent contingency for inflation and unforeseen market factors. They represent a reasonable budget for capital improvement programming and evaluation. Each element reflects the full cost to provide the item or facility, complete-in-place. For instance, the cost of a softball field includes clearing, grading, all materials, fencing, bleachers, bases and seeding. As there are numerous detailed decisions and refinements that will be made during subsequent design phases, these figures are not intended to be used as strict construction estimates.

ARMISTEAD POINTE PARK - MASTER PLAN

ITEM	DESCRIPTION	QUANTITY	UNIT	UNIT COST	TOTAL COST
	General Development Costs				
1	**Sewer Pumping Station**	1	LS	$250,000	$250,000
2	**Alternate Package Station**	1	LS	$75,000	$75,000
3	**6" Force Main Allowance** Route to be determined by City, up to 6,000 LF @ $35.00 per LF	1	LS	$210,000	$210,000
	TOTAL GENERAL DEVELOPMENT				**$535,000**
	North Sector				
4	**Entrance** Paving, Paver Crosswalk, Double Gate, Landscaping, Entry Walls, Signs, Lighting	1	LS	$44,850	$44,850
5	**Turn Lanes**				
	Left	1	LS	$15,000	$15,000
	Right	1	LS	$12,500	$12,500
6	**Parking Lot A**	150	SF	$2,000	$300,000
7	**Library**				
	Building w/furnishings	12000	SF	$125	$1,500,000
	Opening Day Collection		LS	$500,000	$500,000
	Plaza/Lighting		LS	$36,800	$36,800
8	**Pavilion/Exterior Spaces**				
	Building	10,000	SF	$100	$1,000,000
	Plaza	1,400	SY	$15	$21,000
	Stage/Amphitheater		LS	$75,000	$75,000
	Gazebo (Concrete and Tables)	1	LS	$34,500	$34,500
	Multipurpose Court (No lights, flexipave)	1	LS	$13,800	$13,800

ITEM	DESCRIPTION	QUANTITY	UNIT	UNIT COST	TOTAL COST
9	**Playground** (Accessible, one piece w/swings, edging, wood carpet)	1	LS	$42,550	$42,550
10	**Benches**, 6' PVC in-ground	12	each	$460	$5,520
11	**PVC Trash**	10	each	$518	$5,175
12	**Picnic Tables**	6	each	$865	$5,190
13	**Grills**, Large	2	each	$575	$1,150
14	**Bike Loops**	6	each	$58	$345
15	**Water Fountains**	3	each	$1,150	$3,450
16	**Dock**	1900	SF	$29	$54,625
17	**Path** - Interior (in addition to perimeter) 6' Asphalt	1400	SY	$9	$12,600
18	**BMP** (includes grading, outfall, seeding)		LS	$46,000	$46,000
19	**Fountains**, Centrifugal Pump	2	each	$7,000	$14,000
20	**Wetland Bench at Pond**	1	LS	$65,000	$65,000
21	**8"-12" Stub Line by City** (Size to be determined by Fire Marshall)	500	LF	$75	$37,500
22	**Fire Hydrant**	1	each	$2,500	$2,500
23	**Municipal Water Service** 2" meter	2	each	$8,000	$16,000
24	**Electrical Power Drop, Transformer**	1	each	$6,000	$6,000
	TOTAL NORTH SECTOR				**$3,871,055**

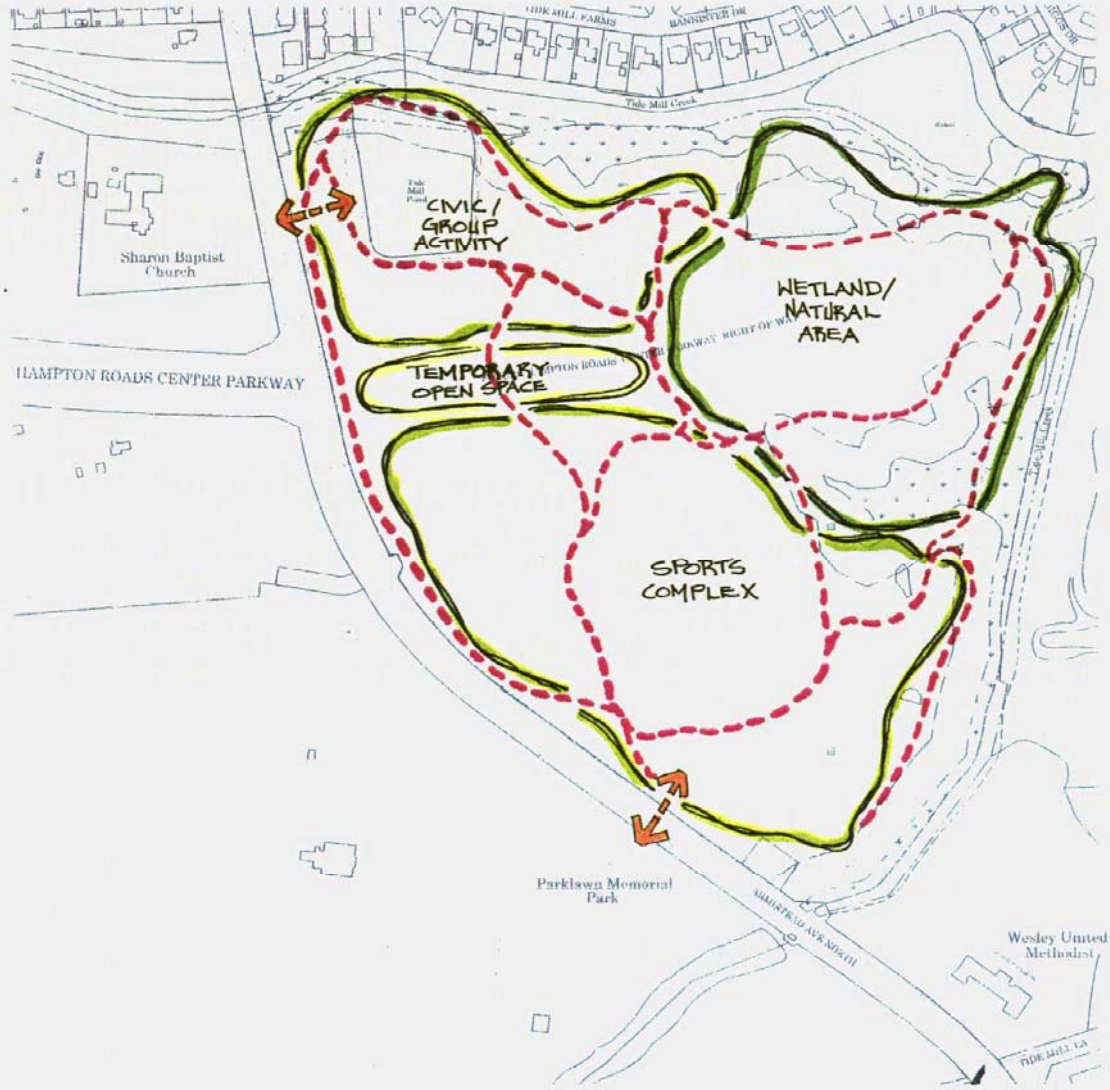
ITEM	DESCRIPTION	QUANTITY	UNIT	UNIT COST	TOTAL COST
	South Sector				
25	**Entrance**		LS	$31,050	$31,050
26	**Turn Lanes**	2	each	$15,000	$30,000
27	**Parking**				
	Lot B	80	space	$2,000	$160,000
	Lot C	285	space	$2,000	$570,000
	(includes 960 sq. ft. of pavers)	960	SF	$9	$8,640
	Lot D	64	space	$2,000	$128,000
28	**Maintenance Compound** Paving, 600 SF Building, Lighting, Landscape, Fencing		LS	$69,000	$69,000
29	**Restroom Changing Area**	850	SF	$60	$51,000
30	**Central Tower**		LS	$20,000	$20,000
	Plaza	2450	SF	$100	$245,000
31	**Entrance Pavilion**		LS	$25,000	$25,000
	Plaza	4800	SF	$100	$480,000
32	**Softball/Soccer Fields**	3	each	$25,000	$75,000
	8 Lights/Field	3	field	$69,000	$207,000
33	**Reg Soccer Field** (includes 8 lights)		LS	$76,000	$76,000
34	**Youth Soccer** (includes goals, seating berm--no lights)		LS	$12,650	$12,650
35	**Soccer Goals**	3	set	$2,500	$7,500
36	**Border Patrol Combo Rink System**	1	LS	$9,000	$9,000
37	**Basketball Courts**	2	each	$17,500	$35,000
38	**Volleyball Courts** (includes sand, filter fabric, drainage)	2	each	$4,600	$9,200

ITEM	DESCRIPTION	QUANTITY	UNIT	UNIT COST	TOTAL COST
39	**Adventure Playground**		LS	$80,000	$80,000
40	**Water Playground**		LS	$150,000	$150,000
41	**Canoe/Kayak Dock**	1200	SF	$29	$34,800
42	**Picnic Area**				
	Pavilions				
	36'	1	each	$35,000	$35,000
	24'	1	each	$17,500	$17,500
	12'	1	each	$8,000	$8,000
	Additional Tables/Grills		LS	$8,000	$8,000
43	**Perimeter Path** (includes portion on north side)	3960	SY	$9	$35,640
44	**Additional Asphalt Paths**	2200	LF	$9	$19,800
45	**20-Station Fitness Course** (includes equipment, signs, gravel pads)		LS	$25,000	$25,000
46	**Landscape, General screening**		LS	$175,000	$175,000
47	**Irrigation - Athletic Complex**		LS	$70,000	$70,000
48	**Sewer -8" PVC**				
	Restroom to Pump Station	600	LF	$35	$20,700
	Concession/ Pavilion to Pump Station	400	LF	$35	$14,000
	Tower to Pump Station	600	LF	$35	$21,000
49	**Water System**				
	12" DI Water Line	300	LF	$44	$13,110
	Fire Hydrant with Valve/Box	1	LS	$2,500	$2,500
50	**BMPs** Includes grading, outfall, seeding		LS	$100,000	$100,000

ITEM	DESCRIPTION	QUANTITY	UNIT	UNIT COST	TOTAL COST
51	**Storm Drainage**		LS	$250,000	$250,000
52	**Municipal Water Service** 2" meters	2	each	$8,000	$16,000
53	**Power Drop/Transformer**	1	each	$15,000	$15,000
	TOTAL SOUTH SECTOR				**$3,360,090**
	GRAND TOTAL				**$7,766,145**

APPENDIX B

ALTERNATIVE CONCEPTUAL PLANS



LEGEND

- Property Lines
- Proposed Hampton Roads Center Parkway Right-of-Way
- 1-100ft Banks
- Tidal Wetlands (exact and locations of wetlands areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- Field Topographic Contours (changes in topography since 1968 are not reflected on this map)

Option A
Softball Complex
Bubble Diagram

Armistead Pointe Park

City of
Hampton, Virginia

0 100' 200' 300' 400' 500'
SCALE: 1" = 100'

LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option A
Softball Complex

Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

L&M #1940036.001.01 FEBRUARY 1996 DWG. #21273 C

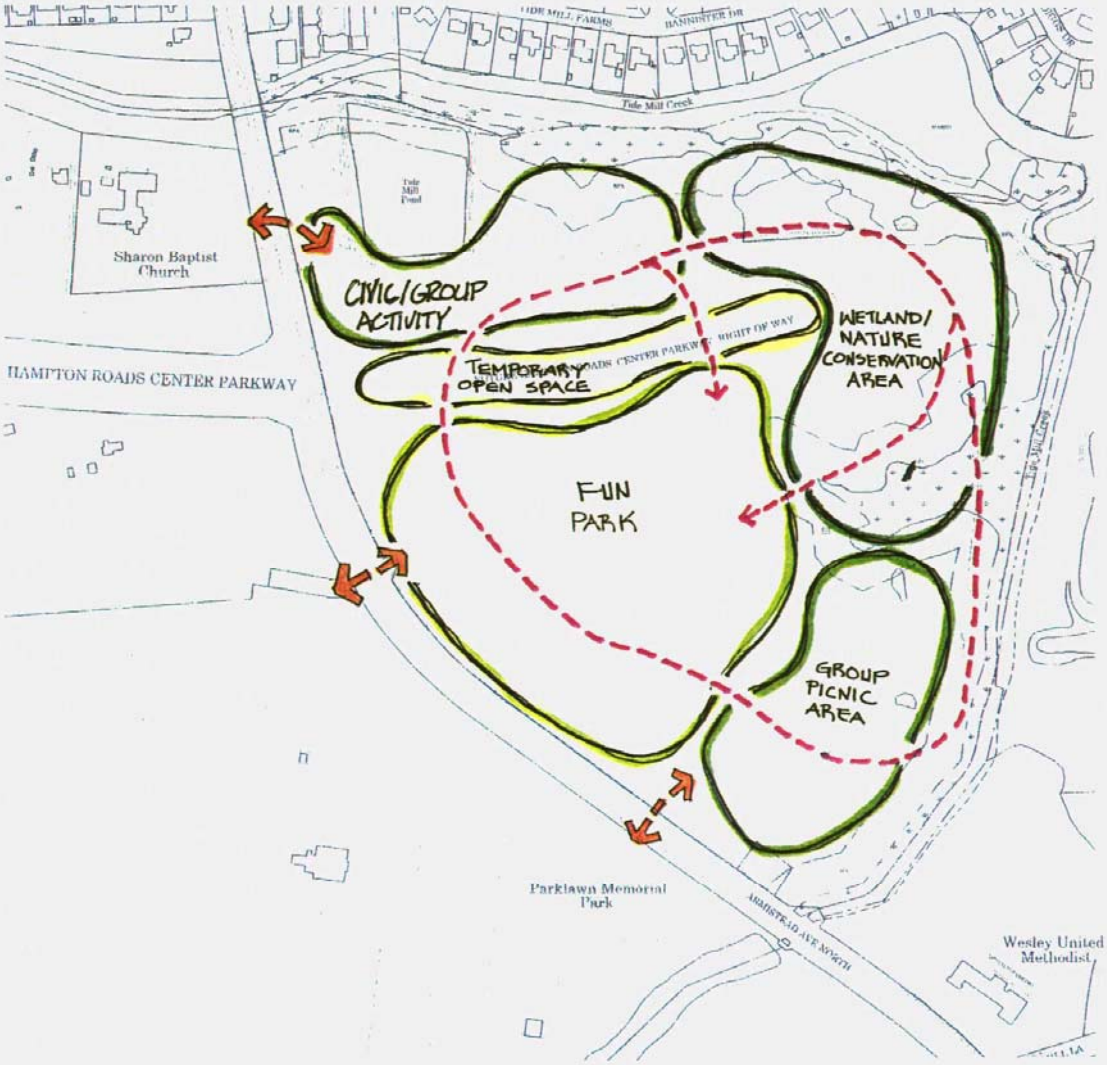
Option A - Softball Complex Program

A first class complex of either softball fields or soccer fields that could be used for tournaments as well as by local leagues could partially meet local recreational demands as well as providing economic benefit to the local economy. The complex itself would not be a significant revenue producer for Parks and Recreation, but would bring money into the local economy through hotel and restaurant spending by teams traveling to tournaments. Additional fields, courts, picnic areas and the community activity center would be operated by the City and would serve the greater community.

South Sector
Five Field Tournament Softball Complex*
Eight Volleyball Courts for Tournament or League Play
Ten Batting Cages
One Regulation Soccer Field*
One Half Regulation Soccer Field for practice
Retail - Fast Food or similar
Picnic Area
Adventure Playground
Canoe/Kayak Access
Multi-Use Trail
Parking - ± 400 Spaces

North Sector
Library
Indoor/Outdoor Activity Pavilion
Indoor Pool
Amphitheater
Playground
Picnic Area
Maintenance Compound
Fishing, Waterfront Lawn Area
Multi-Use Trail
Parking ± 330 Spaces

* Five regulation soccer fields could be substituted for the softball, and one softball field for the single soccer field.



LEGEND

- Property Lines
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (exact and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1988 Topographic Contours (changes in topographic maps since 1988 are not reflected on this map)

Option B
Fun Park
Bubble Diagram

Armistead Pointe Park

City of
Hampton, Virginia

0 100' 200' 300' 400' 500'

SCALE: 1" = 100'

LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option B
Fun Park

Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 800'

LAM #1990036-001.01 FEBRUARY 1998 DWG. #23870 E

Option B - Fun Park

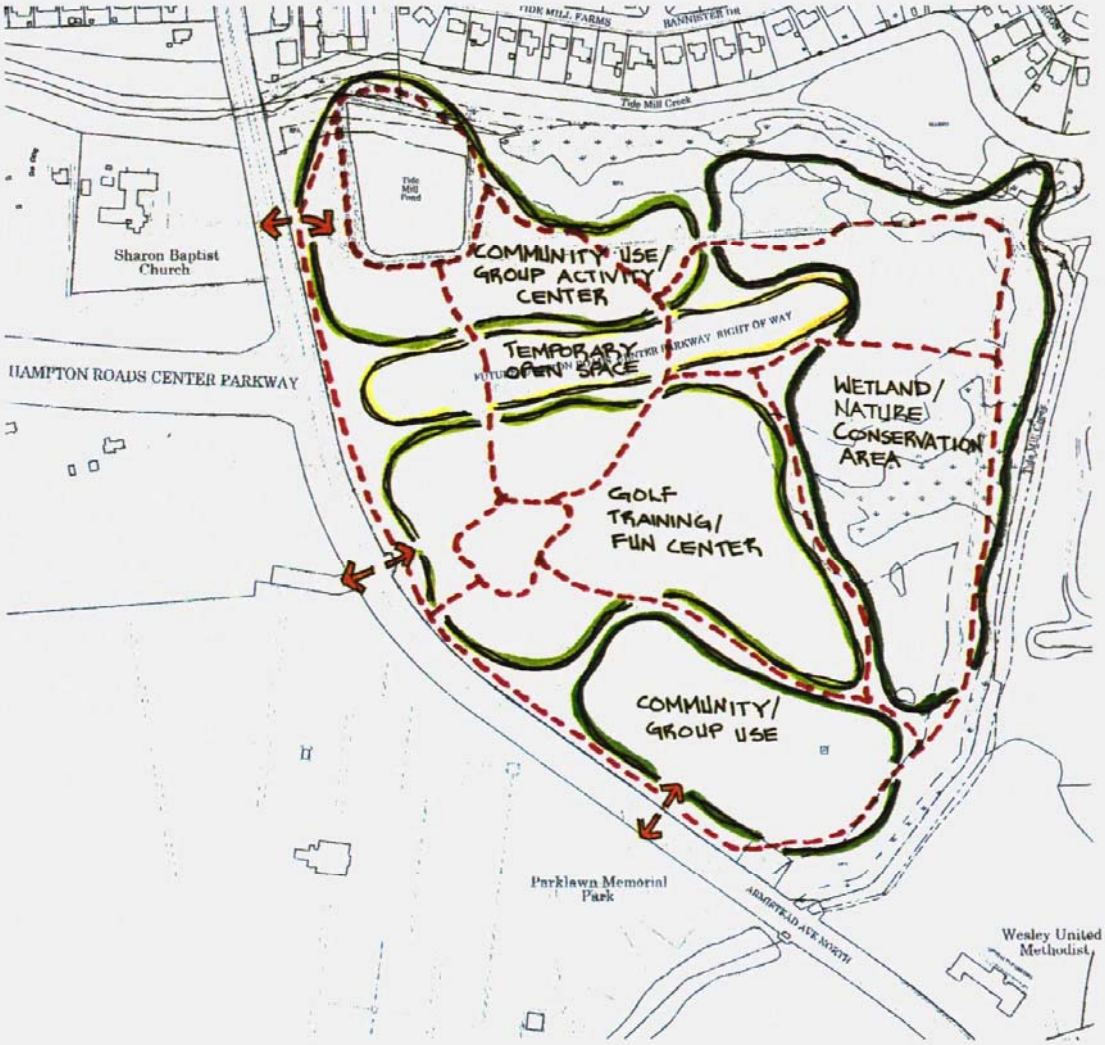
Water slides and wave pools would be the focus of a combination of amusement type facilities, such as miniature golf, a mini-raceway or bumper boats. The water park would be the only water based amusement center between Williamsburg and the oceanfront, and if developed at a moderate scale could provide a reasonably priced alternative to the larger parks. Visitors and local residents would both use the facility, providing some economic benefit, while producing park revenue as well. A corporate picnic facility that could be rented for special events in conjunction with the fun park use could enhance revenues.

South Sector
Picnic Island in Pond
Two Volleyball Courts

Adventure Playground
Picnic Shelters
Miniature Golf
Water Park - Lazy River and Tube Lagoon
- Water Slides
- Wave Pool

Miniature Raceway
Retail - Fast Food or Related
Multi-Use Trail
Canoe/Kayak Access
Parking ± 300 Spaces

North Sector
Library
Indoor/Outdoor Activity Pavilion
Playground
Amphitheater
Ropes Course
Fishing, Waterfront Seating Area
Multi-Use Trail
Maintenance Compound
Parking ± 130 Spaces



LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Emended Wetlands (subject to survey)
- Limits of 1987 CBPA Resource Protection Area
- Cemetery Location (approximate)
- 1968 Topographic Contours (changes in topography since 1968 are not reflected on this map)

Option C
Golf Training
Bubble Diagram

Armistead Pointe Park

City of
Hampton, Virginia

0 100' 200' 300' 400' 500'
SCALE: 1" = 100'

LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option C
Golf Training

Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

LAM #1980026-001.01 FEBRUARY 1998 DWG #98273-G

Option C - Golf Training

Golf training centers generally include a driving range, putting and chipping greens, an outdoor instruction area and can include a few full holes of golf. They provide an opportunity for inexperienced golfers to develop skills before venturing onto a full size golf course. Parks and Recreation was interested in this concept as there are no training facilities on the city courses. Due in part to the parkway right-of-way bisecting the site and the desire to offer a group of other community activities, par three golf holes were not included in this concept. Miniature golf and batting cages were included to provide variety and a small amount of potential revenue.

South Sector
Fifty Tee Driving Range
Practice Greens
Training Green/Tee
Batting Cages
Miniature Golf
Retail Fast food or similar
Regulation Soccer Field
Youth Soccer Field
Four Volleyball Courts
Picnic Area
Playground
Canoe/Kayak Access
Multi-Use Trail
Parking ± 300 Spaces

North Sector
Library
Indoor/Outdoor Activity Pavilion
Playground
Softball Field
Paddle Boat Rental
Maintenance Compound
Multi-Use Trail

APPENDIX C

DEMOGRAPHIC AND ECONOMIC ANALYSIS

TABLE OF CONTENTS

1. Introduction

1.1 Overview

This report summarizes findings and recommendations on alternatives for development of a public park on a site in Hampton, Virginia. The City-owned property of approximately 79 acres is located between LaSalle and Armistead Avenues in the Riverdale neighborhood. It straddles two sectors of the City, the Magruder Boulevard area between Langley Air Force Base and Interstate 64, and the North Armistead/Mercury Central area to the south of the Base.

The City identified the property as the potential site of a community park that could fulfill the recreational needs of the highly developed residential area around it.

1.2 Approach and Methodology

In preparing this analysis the consultants evaluated the principal types of recreational facilities that could be built on the site, reviewed competitive facilities in the region, discussed specialized types of attractions in other locations and estimated the financial performance of the leading alternatives.

This work focuses on market and financial issues associated with development of the park. It addresses the following issues:

- market demand for recreational facilities (Section 2);
- income-generating potential of specific types of facilities (Section 3);
- financial feasibility of four development programs (Section 4); and
- overall findings and recommendations (Section 5).

1.3 Conclusion

This research provides information on types of uses that could be appropriate for the site depending on the City's objectives and the community's preferences. There is demand to support various kinds of recreational facilities in Hampton. As the preferred alternative evolves there is a need for more detailed market research on implementation and financing approaches.

2. Existing Conditions

2.1 Introduction

This section presents an overview of existing conditions and potential needs and opportunities with respect to recreational facilities, demographics and real estate conditions in Hampton. The analysis focuses on the site in the context of the adjacent neighborhoods, the City and the region.

2.2 Recreational Facilities in Hampton

The City of Hampton has many recreational facilities and could use additional ones to meet the needs of its present residents and accommodate future growth.

Exhibit 2-1 summarizes the principal recreation facilities. The proposed site lies on the boundary between two recreation planning areas, Mercury Central to the south and Magruder to the north. The Exhibit shows the distribution of recreation facilities within these areas and in the five other designated areas in the City.

These two areas account for 23 of the 209 facilities identified in the Exhibit. The two planning areas have a combined population of approximately 37,000 representing approximately 28 percent of the total City population in 1990. Roughly two-thirds of the total City population lives within three miles of the intersection of I-64 and Mercury Boulevard, which is less than a mile from the site.

Exhibit 2-2 identifies the principal athletic facilities in the Mercury Central and Magruder areas as well as in other parts of the City. The Magruder area is particularly lacking in facilities in softball, soccer, tennis and indoor basketball. The Machen Elementary School is the focal point for most sports activities in this part of the City and users report conflicts in scheduling and overall lack of availability.

The issue of estimating demand for facilities is complicated and there are various standards that can be applied in determining need. The City has estimated demand in different ways, using standards developed by the National Recreation and Parks Association as well as locally based standards that are geared to actual facility use and need in Hampton itself.

Exhibit 2-1

Distribution of Athletic Facilities by Planning Area

Facility	Mercury Central	Magruder	Northampton	Briarfield/ Bethel	Pembroke/ Wythe	Foxhill/ Willow Oaks	Buckroe/ Phoebus	Total
Baseball Fields	2	1	7	5	7	10	7	38
Softball Fields	1	0	2	5	1	3	2	13
Soccer Fields	4	0	2	2	2	9	6	21
Football Fields	1	1	2	3	2	8	3	18
Outdoor Baskteball Courts	5	1	4	7	3	6	8	28
Tennis Courts	4	0	10	15	5	9	22	61
Indoor Basketball (Gyms)	2	0	4	2	2	4	5	17
Field Hockey	0	0	0	0	0	1	0	1
Running Tracks	1	0	2	2	2	2	2	10
Wrestling (Gyms)	0	0	1	1	0	1	1	4
Total	20	3	34	42	24	53	56	209 Facilities

Source: Hampton Parks and Recreation Department

Exhibit 2-2

Athletic Facilities by Planning Area

Facility	Mercury Central	Magruder	Northampton	Area Briarfield/Bethel	Pembroke/Wythe	Foxhill/Willow Oaks	Buckroe/Phoebus	Total
Baseball Fields	Burbank (1) Eaton (1)	Machen (1)	Bethel (1) Davis (2) Forrest (2) Kraft (1) Tucker Cappe (1)	Aberdeen (1) Hpt. High (1) Mallory (2) Tarrant (1)	Armstrong (2) Bassette (1) Wythe (2) 90th St. (1) Post 31 (1)	Bacon (2) Booker (1) Cary (1) Kecoughtan (1) Phillips (2) Syms (1) Cpt. John Smith (1) YH Thomas (1)	Beachside (1) Moton (1) Phoebus (1) Phbs Little League (3) Spratley (1)	34
Softball Fields	Eaton (1)		Bethel (1) Forrest (1)	Briarfield Park (1) Lindsey (1)	YMCA (1)	Asbury (1) Greenside (1) Thomas (1)	YH Bryan (1) Phoebus (1)	14
Soccer Fields	Cooper (2) Eaton (2)		Bethel (1) Davis (1)	Hpt. High (1) Lindsey (1)	Darling Station (1) YMCA (1)	Booker (1) Greenside (2) Kecoughtan (2) Phillips (1) Syms (1) Tyler (2)	Beachside (1) Phoebus (2) Schoold Admin (3)	25
Football Fields	Eaton (1)	Machen (1)	Bethel (1) Davis (1)	Aberdeen (1) Hpt. High (1) Lindsey (1)	Armstrong (1) Darling Station (1)	Asbury (1) Barron (1) Cary (1) Greenside's (1) Kecoughtan (1) YH Thomas (1)	Bryan (1) Phoebus (1) Spratley (1)	20
Outdoor Basktaball Courts	Boo Williams (1) Burbank (2) Eaton (2)	Machen (1)	Davis (1) Forrest (2)	Aberdeen (1) Hpt. High (1) Lee (1) Mallory (2)	OHCC (2) 50th Street (1)	Booker (.5) Cary (1.5) Kecoughtan (1) Phillips (1) Syams (1) YH Thomas (1)	Beachside (1) Bryan (2) LB Davis (2) Moton (1) NPCC (2)	34
Tennis Courts	Eaton (4)		Bethel (6) Davis (4)	Briarfield Park (5) Hampton High (6) (4)	Lindsey Armstrong (2) OHCC (3)	Kecoughtan (5) Syms (4)	NPCC (1) Phoebus (6) Sch. Admin (4) Spratley (4) Tennis Ctr. (7)	25
Indoor Basketball (Gyms)	Eaton (1) Pine Chapel (1)		Bethel (2) Davis (2)	Hampton High (1) Lindsey (1)	Lincoln Park (1) OHCC (1)	Kecoughtan (2) Syms (1) YH Thomas (1)	NPCC (1) Phoebus (2) Sch. Admin (1) Spratley (1)	19
Track/ Walktrack	Eaton (1/4-T)	Machen (1/4) The Hampton's (2MI)	Bethel (1/4-T) Davis (1/4-T) Tucker Cappe (1/4)	Briarfield Park (1/4) Hampton High (1/4-T) Lindsey (1/4-T)	Armstrong (1/8) Darling Sta. (1/4-T) YMCA (1/4-T)	Booker (1/4) Cary (1/4) Kecoughtan (1/4-T) Syms (1/4-T)	Bryan (1/4) Phoebus (1/4-T) Spratley (1/4-T)	7.375 MI. 11 tracks 8 Walktrails Facilities

Source: Hampton Parks and Recreation Department

Exhibit 2-3 presents information on the supply of facilities and estimates of demand according to the national and locally adjusted standards. The locally adjusted measures suggest that the most pressing need is for baseball and soccer fields.

The same Exhibit also addresses the regional supply of facilities. It indicates a large gap in the Hampton Roads region in court facilities of all types, except basketball. The greatest regional need, according to these figures, is for volleyball courts.

Exhibit 2-3

Inventory and Need Analysis: Selected Facilities In Hampton and Hampton Roads Region

	Hampton			*Hampton Roads Region*	
Facility Type	Total No. of Facilities	Surplus or Deficit 1/	Surplus or Deficit 2/	Total No. of Facilities	Surplus or Deficit 1/
Sports Facility					
Ice Rink	0	-1		1	-12
Swimming Pool	1	-6		28	-39
Golf Facilities					
Holes	45	-3		603	118
Playing Fields					
Baseball	29	2	-11	260	-9
Field Hockey	0	-7	-3	1	-66
Football	21	14	-2	91	24
Soccer	14	1	-8	109	-26
Softball	19	-8	-1	293	24
Court Facilities					
Basketball	40	13	-4	365	95
Tennis	65	-2	0	575	-98
Volleyball	0	-27		36	-233
Multipurpose Cts.	0	-13		70	-65

Note 1: Demand estimated by ZHA, Inc., according the NRPA standards.
2: Demand estimated by Parks and Rec. Department based on local demand.

Source: ZHA, Inc., Facilities Needs Assessment, 1996 and City, March, 1996

Facilities

The development of a major community facility represents a long-range investment for the City. The project can take years to complete and it may take even longer than the build-out for the City to actually pay for it. Therefore the future demand for recreational facilities is an important consideration.

The Department of Parks and Recreation has projected recreational facility demand to the year 2020 (Exhibit 2-4). The principal needs envisioned at that time are for baseball and soccer fields, according to the City's analysis.

Exhibit 2-4

Projected Demand for Specialized Facilities
Year 2020

Type of Facility	Demand	Existing Facilities (1997) Meeting Standard	Substan-dard	Year 2020 Additional Facilities Required
Baseball Fields	59	22	13	24
Softball Fields	18	11	4	3
Soccer Fields (multiple use)	39	16	7	16
Football Fields (multiple use)	26	13	7	6
Basketball Courts (outdoor)	32	27	7	0
Tennis Courts	76	52	14	10
Field Hockey	5	1	0	4
Running Tracks	10	2	8	0
Pools—Indoor	4	0	1	3
Golf—Holes	58	45	0	13
Boat Ramps	5	3	0	2
Ice Hockey (indoor)	2	0	0	2
Roller Hockey	4	0	2	2

Source: Parks and Recreation Master Plan, 2020, City of Hampton Facilities

Hampton has a number of associations that run programs in baseball, football, basketball and soccer. These groups fill the need for sports programs at the middle school level. They use facilities, mostly school grounds, all over the City for practices and games. The associations in neighborhoods near the park site use Tyler, Phillips and Machen Elementary Schools, Gosnold's Hope Park, Jefferson Davis and Syms Middle Schools and Kecoughtan High School, as well as other schools and parks in the area.

The principal deficiencies in these facilities and their use have to do with a lack of lighting, permanent restrooms and storage. There are also scheduling conflicts, particularly in the fall when soccer yields to football at some fields. The number of facilities seems to represent a significant limitation of the continued growth of certain sports.

2.3 Demographic Factors

2.3.1 Neighborhood and Planning Areas

The adjacent planning areas seem to comprise fairly typical Hampton neighborhoods in terms of income, housing and other features.

The area to the north of the site includes the neighborhoods of Tidemill Farms, Machen and Westview Lakes. Average family income in this area is higher than in the City as a whole, although the proportions of homes in rental and ownership are about the same as in the City, and the mean value of owner-occupied units is about the same (Exhibit 2-5).

Exhibit 2-5

Characteristics of Adjacent Neighborhoods

Area 2

Boundaries: LAFB; Tide Mill Creek; Billy Wood Canal; Magr. Blvd.; I-64; Hampton/NN/ York Co. Boundary

Neighborhoods: Tidemill Farms; Machen Civic Assn.; Westview Lakes

Regional Comparison:

	Area	Region	% Difference
A. Est. Median Family Income	$ 41,164	$ 35,005	18%
B. % of Units Owner-occupied	60%	60%	0%
C. % of Single Family Owner-occupied	83%	81%	2%
D. Est. Mean Value of Owner-occupied units	$ 90,132	$ 86,700	4%

Comments: Area 2 is stable with mostly positive indicators. Income and housing values are above regional average.

Area 3

Boundaries: Tide Mill Creek; Billy Wood Canal; Magruder Blvd.; I-64; Newmarket Creek; Back River

Neighborhoods: Magruder Heights Civic Assn.; Riverdale Regional Assn.

Regional Comparison:

	Area	Region	% Difference
A. Est. Median Family Income	$ 35,711	$ 35,005	2%
B. % of Units Owner-occupied	37%	60%	-23%
C. % of Single Family Owner-occupied	86%	81%	5%
D. Est. Mean Value of Owner-occupied units	$ 81,954	$ 86,700	-5%

Comments: Area 3 includes central business district, which has higher percentage of rental units. Neighborhoods are stable but housing is declining.

Source: Neighborhood Environmental Scan, 1997 Nbrhoods

The planning area to the south, comprising Magruder Heights and Riverdale, is similar in income terms to the entire City but there are more renter-occupied units in these neighborhoods. The fact that the City's business district lies within the Magruder area accounts for most of the differences. The mean value of owner-occupied units in this area is slightly below the comparable value for the City as a whole.

While these two planning areas are very much like the City as a whole, they experienced a decline in population between 1980 and 1990, according to Census figures. There was a loss of approximately 2,500 residents over the ten-year period, a decline of approximately six percent. Overall the population of the City increased by nine percent in the same period.

Exhibit 2-6

Population Trends by Planning Area, 1980-1990
Hampton, Virginia

Planning Area	Population 1980	1990	Change: 1980-1990 Number	Percent
1	14,062	16,720	2,658	19%
2	13,478	12,474	(1,004)	-7%
3	26,050	24,563	(1,487)	-6%
4	7,099	11,617	4,518	64%
5	8,931	12,094	3,163	35%
6E	4,252	5,414	1,162	27%
6W	29,001	30,200	1,199	4%
7	19,744	20,711	967	5%
City Total	122,617	133,793	11,176	9%

Source: City of Hampton, Thomas Point Associates, Inc. Nbds

2.3.2 Demographics By Distance from the Site

Data on population by distance from the site gives a better indication of the potential market for uses at the proposed park. The City recently obtained population estimates based on distance from the intersection of Interstate 64 and Mercury Boulevard, a point just over a mile from the site.

The figures in Exhibit 2-7 indicate a population of 85,000 within three miles, essentially the primary market area. The ten-mile radius contains a population of 349,000.

There is additional information about this population in Appendix A. Exhibit A-1 gives a breakdown of population by age and education within the three distances. In general there are slight differences in these factors as one moves away from the site. The population within the ten-mile radius is slightly younger (two years less in average age) and slightly more educated than the group only within the three-mile radius. The variation is so small that it is relatively unimportant in its potential impact on demand.

Exhibit 2-7

Demographic Facts by Distance from Site: Population

Factor Description	3 Miles	Radius 7 Miles	10 Miles
Population			
1980	77,796	224,057	314,437
1990	81,991	243,870	343,889
1997 Estimate	85,258	258,085	359,478
2002 Projection	87,471	266,565	374,346
Growth 1980-1990		8.84%	9.44%
1997 Est. Population	85,258	258,085	359,478
Race			
White	50.22%	60.60%	64.58%
Black	46.51%	36.03%	31.30%
Asian and Pacific Islander	2.14%	2.31%	2.64%
Other Races	1.13%	1.06%	1.49%

Source: National Decision Systems: City of Hampton — Demographics

Exhibit A-2 presents information on employment status and occupation. The figures indicate the significant proportion of military personnel in the area, especially within the ten-mile radius. Military employment accounts for nearly a fifth of total employment within the ten-mile radius. In general the distributions are all very similar.

Exhibit A-3 indicates that household income increases slightly by distance from the site. Average household income is $44,400 within the ten-mile radius, ten percent higher than the comparable figure closer to the site.

While there are some distinctive demographic features of the close-in area, the differences between the immediate surroundings and the ten-mile market radius are relatively slight and do not dictate a distinct development program.

2.3.3 Military Population

Langley Air Force Base is an important part of the City and an important neighbor of the park. In many respects the Base is a city in itself---a major employment center, a residential community and a complex of retail and commercial services that support on-base personnel and a much bigger population of active duty and retired military personnel. The base provides very important recreational services and facilities that are intended to fully address the recreational needs of the people associated with it.

According to recent estimates, the Base had a total associated population of 60,000, including assigned military (8,900) and civilian (2,700) personnel. Approximately one-third of the military personnel reside on the base. Most military and nearly all civilians associated with the Base live off-base, in Hampton and Newport News. Some commute from other communities throughout the region. Base personnel estimated that approximately 7,000 associated personnel reside in the three postal zip codes that are south of the Base and near the site of the proposed park.

The Base itself offers a full range of recreational amenities and services including swimming pool, driving range and golf course, several indoor court facilities and various playing fields. All recreational centers and services are available free to Base-associated personnel and their families.

In spite of the fact that facilities are available on-base, many people associated with the Base reside in the neighborhoods around the proposed site and in the larger service area. These people and their families will be prime candidates for use of the park

2.4 Real Estate Conditions

The proposed site has some excellent potential for commercial development that could primarily serve park users. There are high traffic volumes on Armistead and LaSalle, good access with respect to neighborhoods to the north and south and a significant market area population.

There are also some important drawbacks in the evaluation of commercial development potential, however. The surrounding area is completely residential in character. The neighborhoods are already served by commercial stores and services of all types, principally located along Mercury Boulevard (Exhibit 2-8). There are also two small commercial centers, Russo Village and Tidemill Shopping Centers, approximately one-half mile from the site, and both of these appear to be in some need of maintenance and showing signs of poor retail health.

Exhibit 2-8

Shopping Centers, Food Establishments and Convenience Stores
Site Vicinity, Hampton Virginia

Area	Center or Establishment	Size
Mercury Blvd. Westbound	Coliseum Mall	964,000
	Coliseum Crossing	219,000
	Coliseum Square	43,000
	Drug Emporium Shoppes	50,000
	Riverdale Shopping Plaza	236,000
	Costco	
	Sports Authority	
	Walmart	
	Target	
	Chain Restaurants: Chili's, Applebee's, Red Lobster, Olive Garden, ChiChi's	
	Fast Food Restaurants: KFC, McDonald's, Taco Bell, Burger King	
	7-11 at Marcella/Executive Drive (near Coliseum Mall)	
Mercury Blvd. Eastbound	Walgreens (at Armistead: Spring, 1998)	
	Mercury Plaza	327,000
	K-Mart	
	Langley Square	149,000
	Fast Food Restaurants: KFC, McDonald's, Burger King	
	Blockbuster Video	
Armistead Avenue	Tidemill Shopping Center (includes 7-11)	12,000
	Russo Village	12,000
	Citgo with Convenience Store	

Source: City of Hampton

Retail

A representative of the McDonald's chain noted that they now have three restaurants within a few miles of the site, and do not consider the pass-by traffic or size of the neighborhood to indicate demand for another restaurant. The company would be interested in exploring the potential use of the site for temporary facilities that could service major recreational events, depending on the ultimate design of the park. McDonald's view on this matter is probably representative of how similar food chains would regard the site.

2.5 Conclusions

The neighborhoods around the site are stable, middle-income areas that closely resemble the population of the City as a whole. The population in the neighborhood associated with Langley Air Force Base is a significant portion of the total. There are relatively fewer recreational facilities in these neighborhoods by comparison to other parts of the City. Clearly there is a need in this part of the City for a community recreation facility of some type.

The site is a very central location with good access to pass-by traffic on Armistead and LaSalle and to the close-in population. However, the surrounding area is strongly residential in character and there are already many commercial stores and services that serve the population in the area.

Based on current and projected demand, the greatest needs for recreational facilities seem to be for baseball and soccer fields. The City's estimates of present and future demand indicate that the needs in these activities are the greatest.

3. Prospective Uses

3.1 Introduction

The feasibility and economic impact of principal uses that could go on the site is an important matter. The consultants identified a list of potential uses and then worked with the Steering Committee and the public to focus on those uses that would appear to be most desirable to the community and have economic benefit. We excluded one use, the ice rink, for which there may be sufficient demand but which the City intends to develop at another location.

We focused on the following uses in terms of economic feasibility and impact in themselves and in their contribution to the economic viability of the overall park plan:

- Concession Stand
- Convenience Store
- Golf Training Center
- Rock Climbing Wall
- Ropes Course
- Soccer Complex
- Softball Complex
- Sports Amusement Center
- Swim Center
- Water Fun Center

In the following section we discuss each use individually. The terminology in the evaluations refers to specific economic and financial issues associated with development.

> "**Financial feasibility**" as used in this analysis takes two factors into account. It relates to whether there is a need or demand in the market for the facility and also refers to the extent to which the use could generate revenue to pay operating expenses and offset debt service.
>
> "**Economic impact**" means the extent of the effect of the use on other businesses, particularly in terms of sales and employment at hotels, restaurants and other service providers in the affected area.
>
> "**Compatibility**" refers to the extent to which the use supports or compliments other businesses and activities around the site and in the market area.

3.2 Discussion of Uses

3.2.1 Concession

Project Description

The project would include a fast food operation to support events. In addition to food, there could be other types of merchandise (e.g., equipment rentals). Franchised food vendors (e.g. Domino's) could be attracted to a good location with high-volume traffic. Depending on other components of the Park, there could be concession carts and kiosks at times of peak use, either in addition to or in place of a central concession stand. Also, a convenience store or fast food restaurant on a portion of the site serving pass-by traffic could also function as the concession for on-site activities.

Economic Feasibility

Potential demand for a concession would be strong if featured elements on the site attract significant numbers of users (e.g.., softball, soccer). Only one other park in Hampton has a permanent concession and park users enjoy this amenity. There is good potential for the City to work with franchise companies in providing a concession.

Site lease arrangement could generate significant income that could off-set site operating costs. Depending on programming at the park, there could be rent payments of $10,000-$20,000 annually. There is the potential for the City to create a for-profit concessions subsidiary. As an example, the Prince William County Recreation Authority in Northern Virginia has created Park Concessions, Inc. that distributes profits from concessions and catering to Park Authority.

Economic Impact

Concession use or activity has a very slight economic impact, comprising gross sales and employment resulting directly from its operation.

Compatibility

The use is compatible with site development under intense development alternatives.

3.2.2 Convenience Store

Project Description

The project would include development of a "typical" convenience store that could provide fast foods for site users and convenient foods for area residents and pass-by traffic. The use would differ from a concession since it could operate independently of the use of the park, although it should compliment site use.

Economic Feasibility

Existing retail centers in the vicinity of the site (Russo Village and Tidemill Shopping Center) are in poor condition and do not suggest that there is sufficient demand to support another convenience store in the primary market area (the three-mile population radius). While there is good traffic on LaSalle and Armistead, the market area population has been declining. Retail potential in the area would improve with extension of Hampton Roads Parkway, although this is some time in the future.

A convenience store lease should provide annual payment (or equivalent) of 10-20 percent of "value" of site. However, some store operators might prefer to provide amenities (e.g., rest rooms) instead of making a lease payment. Some developers might require ownership of the store site rather than lease.

Economic Impact

The convenience store would create jobs; however, there would be no net gain in jobs or sales in the region, since the store would largely compete with other convenience stores in the market area for sales.

Compatibility

The development of a convenience store could be compatible with the neighborhood but the developer might insist on a gas station and drive-thru window that might not be acceptable. Stores generate traffic that neighbors would probably not welcome.

3.2.3 Golf Training Center

Project Description

A golf training complex could combine chipping and putting greens, sand traps and a driving range. Miniature golf could be a component, or could be developed separately.

Economic Feasibility

There are several competitive facilities already in the market area. The North Hampton Golf Range and Academy provides a driving range and some golf training on Hampton City landfill property adjacent to Sandy Bottom Nature park. There are driving ranges at the North Hampton Academy, Peninsula Driving Range (on Mercury Boulevard), Langley Air Force Base and Fort Eustis. There is also miniature golf on three 18-hole courses in Warwick Village.

This type of facility could be developed in a public-private partnership. However, economic feasibility seems weak for an additional golf facility, unless the Academy presently located at the landfill were relocated to the site.

Economic Impact

Golf training center and miniature golf have little economic impact except that they provide a few jobs and contribute to the overall recreational environment.

Compatibility

Since the City of Hampton leases land to the North Hampton Academy, it would seem inappropriate to promote development of another facility in the same general area.

3.2.4 Rock Climbing Wall

Project Description

The project could include an indoor and/or outdoor climbing wall. Wall heights vary from 20 to 40 feet and higher. These uses are usually developed in tandem with other types of activities (i.e., in retail centers or sports complexes).

Economic Feasibility

Indoor rock climbing as a sport is growing fast but a Hampton location appears weak. While climbing might appeal to some military personnel, this type of use generally seeks a location next to a college or university setting where there is usually an abundance of the vigorous devotees that the sport attracts. There is the potential to consolidate the climbing wall into some type of "extreme sports center," although this concept would clearly work better at other locations in the City.

The income potential at this location is weak.

Economic Impact

The climbing wall would have little economic impact except in providing a few jobs and contributing to the overall recreational environment.

Compatibility

The City has proposed a rock climbing attraction as a centerpiece of a project proposed in the Mercury Central area. That would appear to be a better location. Moreover, the wall at that location would support the development of new retail space that the City is promoting there as part of an area-wide redevelopment process.

3.2.5 Ropes Training Course

Project Description

The project would consist of a series of ropes on poles or trees simulating climbing experiences in a course designed to develop self-confidence. The cost of a ropes course in Chesapeake was estimated at $10,000-20,000.

Economic Feasibility

There are two other public facilities in the region---in Chesapeake and at the City Park in Newport News. The City of Chesapeake finds demand "weak" and would not construct a facility of this type again. There are ropes courses on several military bases in the area and these are available at no cost to associated personnel.

While this attraction could be marketed to corporations, hospitals, governments and other organizations as a method of team-building, overall demand is weak and there would be little income expected from operation. The facility in Chesapeake generated approximately $4,000 in gross revenue in FY 1996-1997; management and maintenance costs exceeded income.

Economic Impact

While it would have little impact, the facility might be attractive to some Hampton companies and organizations for leadership training.

Compatibility

There would be low utilization and low impact on the neighborhood.

3.2.6 Soccer Complex

Project Description

A soccer complex should include at least four soccer fields, possibly in a multi-use complex that could serve softball and football. Cost of the multi-use facility softball complex in Salem, Virginia, which offers soccer on the softball fields, was $5.6 million, including a center tower with concessions and office space.

Economic Feasibility

The sport is growing fast nationally and in the region. The new Mariners franchise in Virginia Beach should heighten interest in this sport. Newport News is building two fields in Riverview Farm Park (unlighted) and has long-range plans (5-10 years) for four fields at Denbigh landfill. The City of Chesapeake is building a four-field lighted soccer/softball complex. The best facilities in the region, and the ones that attract regional tournaments,

are in Virginia Beach, Norfolk and Williamsburg. While there are opportunities for more facilities in the region, particularly as the sport grows, the City of Hampton would need more than the four-field complex to compete in this market. Large tournaments would require forty or more fields to handle a typical weekend event.

Tournaments can generate direct and indirect revenue. The potential for direct revenue is actually much smaller than the indirect revenue potential. A "small tournament" of 100 teams at $300/team would generate gross revenue of $30,000, and net revenue of $5,000-10,000.

Economic Impact

The economic impacts of this activity on accommodations, restaurants and travel services can be great. The City of Salem, Va. estimates an annual economic impact of $12 million per year from its multi-use field complex, a facility that features softball and other kinds of tournaments as well as soccer. The Prince William Co. Recreation Authority in Northern Virginia has no overall estimate of economic impact from its soccer complex but it estimates an expenditure of $350-500 for each family that attends a tournament.

Compatibility

Field use could be intense and result in significant traffic at times of peak use.

3.2.7 Softball Complex

Project Description

The concept parallels that of the soccer complex. It would include development of at least four softball fields (possibly in a multi-use complex that could serve soccer and football). As noted, cost of the facility in Salem, Virginia was $5.6 million, including center tower with concessions, office. In the Salem example, as well as in other state-of-the art facilities, the fields are laid out in a "pie wedge" configuration around the central tower.

Economic Feasibility

Local and regional demand for softball fields appears to be strong. Regular scheduling conflicts arise in use of fields, especially in fields that serve other sports. Women's softball has essentially relocated from Hampton to Newport News because of the short supply of facilities, according to sources in the sport.
In spite of the lack of facilities, revenue from field complexes is minimal. Cities focus on indirect economic impacts. Annual maintenance for complex in Salem is $260,000; no charge for use.

Economic Impact

Tournaments have significant economic impact on accommodations, food and travel services. As we have noted, the City of Salem, Virginia estimates that its fields complex generates $12 million yearly in room, restaurant and other indirect expenditures.

Compatibility

Field use could be intense and result in significant traffic at times of peak use.

3.2.8 Sports Amusement Center

Project Description

The project could comprise a multi-use indoor center with video games and specialty attractions, such as laser tag, billiards and bumper cars. It might include miniature golf, climbing wall, roller blade floor and other features. It should include a food concession and party area. Private sector developers advise that a major new facility would cost in the range of $2-3 million.

Economic Feasibility

The location is relatively weak in light of industry standards that call for a market area population of 500,000 within ten-mile radius in order to justify a major facility. However, there are many levels of activity and different approaches that could be implemented. The amusement center has very good revenue potential in the right location. The right location is one where adjacent uses such as a multi-plex theater and restaurants help to generate traffic and support activity.

Economic Impact

There would be a slight economic impact to the extent that attraction provides support for other activity.

Compatibility

This type of attraction would be more compatible in a Mercury Central location.

3.2.9 Swim Center

Project Description

A swim center is essentially an indoor swimming pool (although an outdoor pool would be regarded as a swim center). This type of facility is often combined with a gymnasium,

courts, meeting rooms and other uses in a health and fitness complex. Facility cost could range from $5-10 million depending on features.

Economic Feasibility

Hampton is lacking in swim facilities, particularly in indoor facilities. The Old Hampton Community Center serves a small portion of the population but is hardly adequate for the entire population of the City. Newport News is building a 50-meter indoor pool with a 500-seat natatorium ($10 million).

The economic feasibility is good in that user fees typically cover a portion of operating expenses (e.g., Virginia Beach covers approximately 40 percent of operating expense from user revenue). However, Hampton residents appear to be strongly predisposed against user fees for recreation facilities.

Economic Impact

There would be little economic impact unless the facility were sized to handle swim meets. However, a pool complex could have an important indirect impact in that it would be attractive in representing "quality of life" benefits to company prospects that the Department of Economic Development is trying to recruit.

Compatibility

These would generate some traffic around the site, but the facility would be a positive addition to the neighborhood.

3.2.10 Water Fun Center

Project Description

A water fun center is typically an outdoor aquatics center with a swimming pool, slides, fountains, lazy river and other recreational attractions. Facility cost could range from $2-5 upward to $4 million depending on features.

Economic Feasibility

There are no water parks closer than York County and Virginia Beach (both private facilities). This type of facility would have strong appeal to the family market, military personnel and families and tourists. It could also represent an attractive alternative to the very expensive private water park in York County.

Income from user charges could cover operating expenses and a portion of debt service. Prince William County is generating net revenue of over $300,000 from a large center.

Exhibit 4-1

Evaluation Factors

Factor	Feature Element: Concession Stand	Convenience Store	Golf Training Center	Rock Climbing Wall	Ropes Course	Soccer Complex	Softball Complex	Sports Amusement Center	Swim Center	Water Fun Center
1. Financial Feasibility										
Market Need	⊙	○	○	⊙	○	⊙	⊙	○	●	●
Capital Cost	●	●	⊙	●	●	○	○	●	○	○
Operating Performance	●	●	⊙	○	○	⊙	⊙	●	⊙	●
Concession Sales	●	○	○	○	○	●	●	●	⊙	●
2. Economic Impact										
Impact	○	○	○	⊙	○	●	●	●	⊙	⊙
3. Compatibility										
Neighborhood Compatibility	⊙	○	⊙	⊙	⊙	⊙	⊙	○	●	⊙
City Development Compatibility	●	⊙	○	○	⊙	●	●	○	●	●

Evaluation Symbols:

● Top Third	The top tier or best in the factor rated, in terms of need, financial performance, etc.
⊙ Middle Third	In the mid-range of performance.
○ Bottom Third	The weakest or worst, indicating serious problems associated with development.

Source: Thomas Point Associates, Inc.

Economic Impact

The project could have a significant economic impact by offering tourists an additional form of recreation in Hampton. The facility could represent a good half-day alternative to Water Country for many families traveling through the area.

Compatibility

Peak user traffic would have negative impact on neighborhoods on days of peak use in the summer.

3.3 Comparison of Feature Elements

It is difficult to compare each feature element to all the others in a rigorous manner, for a number of reasons. First, the elements can be adapted for the site in various ways and the precise approach would depend on decisions at critical points in the development of consensus and support. We can only evaluate "typical" approaches to each type of project at this point, using models from other locations that are generally applicable to the site. Second, the elements can be combined in various ways, and the combination can create synergy among the components that can improve the financial feasibility of each one.

In spite of these limitations, it is possible to make comparisons that shed light on the relative effects of the various elements and how they compare among themselves. Exhibit 4-1 presents a comparison of the ten elements under the three major criteria, ranking them in thirds against each other.

Under "financial feasibility" there is a factor, capital cost, that gives the top ranking to projects that cost least to the public sector. This accounts for the fact that some elements, like the convenience store, could be built at no cost to the City.

The factor of "compatibility" is considered in relation to the immediate neighborhood as well as the City as a whole, reflecting the fact that there are several elements that the City plans to develop in other locations.

3.4 Conclusions

There are many recreational features that could be developed in the proposed park. This analysis has focused on just ten that have greater potential merit, for a variety of reasons. Among those ten, the evaluation factors of financial feasibility, economic impact and compatibility in the market area point to a smaller group of program components that deserve greater consideration.

4. Development Programs

4.1 Introduction

This section focuses on several different development programs for the site, each one incorporating different elements from the analysis in Section 3. Here we estimate operating income and expenses for each facility according to assumptions on size and use that are discussed in the text. The projections identify financial performance in relation to operating income and expenses and debt service. They do not take the economic impact, discussed in Section 3, into account.

The analysis below addresses financial performance of a water fun pool, a softball complex and a golf center. While many variations are possible, we address two different approaches to the operation of the softball fields complex, one with no user charge and the second with a small team payment, and two different types of golf complex, the first a version of the North Hampton Golf Academy that already exists at the City landfill and the second an expanded golf-entertainment complex modeled after a private center in Shelby, North Carolina. The fourth analysis shows the financial performance of the fields complex that is presented in the final development program.

4.2 Three Alternative Development Programs

4.2.1 Water Fun Center

As stated earlier, a water fun center is an outdoor aquatics center with slides, fountains, lazy river and other recreational attractions. The water fun center is essentially a water playground. It differs from the swimming center where the primary purpose is exercise. However, the facility may integrate fitness components into a single pool, or there may be two different pools for these purposes. Facility cost could range from $2-5 million depending on features. There are many possible variations on the main idea.

The financial performance of a facility of this type can be quite positive. One reason that public recreation authorities have been developing them more often is the fact that they can generate user fees that offset operating expenses and pay a portion of debt service. Many water fun centers are privately developed since there is a strong profit potential under the right market conditions and in a suitable environment.

The financial analysis in Exhibit 4-1 shows a "typical" facility, based on experience in other locations that has been adjusted to fit in the context of the Hampton market region. Key assumptions in this projection are the following:

- admissions, estimated at 50,000 yearly, increase to 60,000 by year three and then grow by three percent annually.

Exhibit 4-1

"Fun" Water Park: Projected Operating Performance

Cost/Income Factor (see text)	***Performance By Year***									
	1	2	Stable Year	4	5	6	7	8	9	10
Attendance	50,000	55,000	60,000	61,800	63,654	63,654	63,654	63,654	63,654	63,654
Avge. User Fee	$4.00	$4.50	$5.00	$5.50	$6.00	$6.18	$6.37	$6.56	$6.75	$6.96
Revenues										
Admissions	$200,000	$247,500	$300,000	$339,900	$381,924	$393,382	$405,183	$417,339	$429,859	$442,755
Concessions	75,000	82,500	90,000	92,700	95,481	95,481	95,481	95,481	95,481	95,481
Pool Rental	4,000	4,200	4,410	4,631	4,862	5,105	5,360	5,628	5,910	6,205
Total	279,000	334,200	394,410	437,231	482,267	493,968	506,025	518,448	531,250	544,441
Operating Expenses										
Salaries	$140,000	$144,200	$148,526	$152,982	$157,571	$162,298	$167,167	$172,182	$177,348	$182,668
Utilities	60,000	61,800	63,654	65,564	67,531	69,556	71,643	73,792	76,006	78,286
Administrative Expense	35,000	36,050	37,132	38,245	39,393	40,575	41,792	43,046	44,337	45,667
Capital Reserve	20,000	20,600	21,218	21,855	22,510	23,185	23,881	24,597	25,335	26,095
Concession Expense	45,000	49,500	54,000	55,620	57,289	57,289	57,289	57,289	57,289	57,289
Total	(300,000)	(312,150)	(324,530)	(334,265)	(344,293)	(352,903)	(361,772)	(370,906)	(380,315)	(390,006)
Net Operating Revenue	$ (21,000)	$ 22,050	$ 69,881	$102,965	$137,974	$141,064	$144,253	$147,542	$150,935	$154,435
Annual Debt Service: $ 4 million, 20-year term, at 6.5%	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)
Net Cash Flow	($237,667)	($194,617)	($146,787)	($113,702)	($78,694)	($75,603)	($72,415)	($69,126)	($65,733)	($62,232)

Source: Thomas Point Associates, Inc. Pro Formas

- the admission charge, estimated at $4.00 in the first year, is increased by approximately ten percent out to the fourth year, then by three percent yearly thereafter.
- pool rental takes place twenty times yearly, at a cost of $200.
- concession sales are $1.50 per paid visitor; the cost of goods sold is 60 percent of sales.
- operating expenses increase at three percent annually.
- annual debt service is based on the capital cost of a hypothetical facility amortized at 6.5 percent over a twenty-year term.

The pro forma indicates that, under the stated assumptions, the facility generates positive net income in the second year of operation. While it continues to improve, it does not meet debt service in the ten year period of the projection.

4.2.3 Fields Complex

The concept of a fields complex primarily oriented to softball has great merit and potential appeal in Hampton. The program would include several softball fields (possibly in a multi-use complex that could serve softball and football), along with a center tower with concessions and an office.

The financial performance of a fields complex is usually evaluated in light of its impacts on the community, in terms of hotel/motel room use, meals and other tourist services. Several local governments have been developing facilities of this type in recent years because they can generate significant benefits for support services in the area. However, the most successful example of the new type of facility, in Salem, Virginia, does not charge user fees that would offset operating expenses and pay a portion of debt service.

The financial analysis in Exhibit 4-2 "A" shows a fields complex that reflects operating experience in Salem and other locations, adjusted to fit the Hampton market region. Key assumptions in this projection are the following:

- attendance would amount to 320 teams in the first year, increasing to 680 by year three and remaining stable thereafter.
- there would be no admission charge or user fee, according to the Salem model.
- concession sales are $1.50 per visitor, estimated at twenty visitors per team; the cost of goods sold is 60 percent of sales.
- operating expenses increase at three percent annually.
- annual debt service is based on the capital cost of a hypothetical facility, $4 million, amortized at 6.5 percent over a twenty-year term.

The pro forma indicates that, under the assumption as stated, the facility is in a negative net income position throughout the ten years of the projection. Net cash flow remains at a negative approximately one-half million dollars, worsening somewhat as operating costs increase.

Exhibit 4-2 "A"

Softball Fields Complex---No User Fee: Projected Operating Performance

Cost/Income Factor (see text)	***Performance By Year***									
	Initial Year	Year Two	Stable Year	4	5	6	7	8	9	10
Attendance: Teams	320	510	680	680	680	680	680	680	680	680
Avge. User Fee	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Revenues										
Fees	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Concessions	$9,600	$15,300	$20,400	$20,400	$20,400	$20,400	$20,400	$20,400	$20,400	$20,400
Rental	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total	$9,600	$15,300	$20,400	$20,400	$20,400	$20,400	$20,400	$20,400	$20,400	$20,400
Operating Expenses										
Salaries	$120,000	$123,600	$127,308	$131,127	$135,061	$139,113	$143,286	$147,585	$152,012	$156,573
Utilities	$40,000	$41,200	$42,436	$43,709	$45,020	$46,371	$47,762	$49,195	$50,671	$52,191
Administrative Expense	$35,000	$36,050	$37,132	$38,245	$39,393	$40,575	$41,792	$43,046	$44,337	$45,667
Capital Reserve	$20,000	$20,600	$21,218	$21,855	$22,510	$23,185	$23,881	$24,597	$25,335	$26,095
Concession Expense	$5,760	$9,180	$12,240	$12,240	$12,240	$12,240	$12,240	$12,240	$12,240	$12,240
Total	($220,760)	($230,630)	($240,334)	($247,176)	($254,224)	($261,484)	($268,961)	($276,663)	($284,596)	($292,766)
Net Operating Revenue	($211,160)	($215,330)	($219,934)	($226,776)	($233,824)	($241,084)	($248,561)	($256,263)	($264,196)	($272,366)
Annual Debt Service: $ 4 million, 20-year term, at 6.5%	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)
Net Cash Flow	($427,827)	($431,997)	($436,601)	($443,444)	($450,492)	($457,751)	($465,229)	($472,930)	($480,863)	($489,034)

Source: Thomas Point Associates, Inc.

Pro Forma

Exhibit 4-2 "B"

Softball Fields Complex with User Fee: Projected Operating Performance

Cost/Income Factor (see text)	*Performance By Year*									
	Initial Year	Year Two	Stable Year	4	5	6	7	8	9	10
Attendance: Teams	320	510	680	680	680	680	680	680	680	680
Avge. User Fee	$30	$31	$32	$33	$34	$35	$36	$37	$38	$39
Revenues										
Fees	$9,600	$15,759	$21,642	$22,292	$22,960	$23,649	$24,359	$25,089	$25,842	$26,617
Concessions	$14,400	$22,950	$30,600	$30,600	$30,600	$30,600	$30,600	$30,600	$30,600	$30,600
Rental	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total	$24,000	$38,709	$52,242	$52,892	$53,560	$54,249	$54,959	$55,689	$56,442	$57,217
Operating Expenses										
Salaries	$120,000	$123,600	$127,308	$131,127	$135,061	$139,113	$143,286	$147,585	$152,012	$156,573
Utilities	$40,000	$41,200	$42,436	$43,709	$45,020	$46,371	$47,762	$49,195	$50,671	$52,191
Administrative Expense	$35,000	$36,050	$37,132	$38,245	$39,393	$40,575	$41,792	$43,046	$44,337	$45,667
Capital Reserve	$20,000	$20,600	$21,218	$21,855	$22,510	$23,185	$23,881	$24,597	$25,335	$26,095
Concession Expense	$8,640	$13,770	$18,360	$18,360	$18,360	$18,360	$18,360	$18,360	$18,360	$18,360
Total	($223,640)	($235,220)	($246,454)	($253,296)	($260,344)	($267,604)	($275,081)	($282,783)	($290,716)	($298,886)
Net Operating Revenue	($199,640)	($196,511)	($194,211)	($200,405)	($206,784)	($213,355)	($220,123)	($227,093)	($234,273)	($241,669)
Annual Debt Service: $ 4 million, 20-year term, at 6.5%	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)	($216,667)
Net Cash Flow	($416,307)	($413,178)	($410,878)	($417,072)	($423,451)	($430,022)	($436,790)	($443,761)	($450,941)	($458,336)

Source: Thomas Point Associates, Inc. Pro Forma

In comparison, Exhibit 4-2 "B" shows the slight benefit associated with charging a $30 user fee for each of the teams. The fee is increased at a rate of three percent yearly, yielding the income shown. Other revenue and expense assumptions are unchanged from Exhibit 4-2 "A."

4.2.3 Golf Complex

The golf training complex could combine chipping and putting greens, sand traps and driving range. Miniature golf could be a component, or could be developed separately. There are various other components that might fit into an expanded golf complex, with potential impact on financial performance.

There are various kinds of golf facilities that local recreation authorities have developed. The basic complex would be a par-three course with putting greens and chipping areas.

The financial analysis in Exhibit 4-3 "A" shows a basic complex centering around a par three course. Key assumptions in this projection are the following:

- attendance would amount to 8400 in the first year, increasing by three percent yearly.
- primary income would be from the $12 user fee.
- concession sales would amount to $2.50 per visitor, somewhat higher than for the other types of facilities; the cost of goods sold is 60 percent of sales.
- operating expenses increase at three percent annually.
- annual debt service is based on the capital cost of a hypothetical facility, $1.2 million, amortized at 6.5 percent over a twenty-year term.

The pro forma indicates that, under the assumption as stated, the facility is in a negative net income position throughout the ten years of the projection. Net cash flow is negative but improves over the ten-year period.

By comparison, Exhibit 4-3 "B" shows the performance of a greatly expanded golf-oriented facility with a range of attractions. Unfortunately the facility resembles a small theme park more than a public recreation center. Income and expenses are modeled on the performance of a private facility in North Carolina. Income is greatly enhanced over other alternatives by virtue of the addition of the batting cage, go-karts, bumper pool and corporate rental pavilion. Other revenue and expense assumptions are unchanged from Exhibit 4-2 "A." This type of complex becomes profitable in the second year of operation.

This type of facility is one that could do very well in certain markets, possibly including Hampton. The model comes from a profitable facility in Shelby, North Carolina. However, it would seem that this would be a good private sector project rather than something that the City Department of Parks and Recreation would want to take on.

Exhibit 4-3 "A"

Golf Center: Projected Operating Performance

Cost/Income Factor (see text)	*Performance By Year*									
	1	2	Stable Year	4	5	6	7	8	9	10
Attendance	8,400	9,240	10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164
Avge. User Fee	$12	$14	$16	$16	$17	$17	$18	$19	$19	$20
Revenues										
Admissions	$100,800	$129,360	$162,624	$167,503	$172,528	$177,704	$183,035	$188,526	$194,182	$200,007
Concessions	$21,000	$23,100	$25,410	$25,410	$25,410	$25,410	$25,410	$25,410	$25,410	$25,410
Rental	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total	$121,800	$152,460	$188,034	$192,913	$197,938	$203,114	$208,445	$213,936	$219,592	$225,417
Operating Expenses										
Salaries	$60,000	$61,800	$63,654	$65,564	$67,531	$69,556	$71,643	$73,792	$76,006	$78,286
Utilities	$20,000	$20,600	$21,218	$21,855	$22,510	$23,185	$23,881	$24,597	$25,335	$26,095
Administrative Expense	$30,000	$30,900	$31,827	$32,782	$33,765	$34,778	$35,822	$36,896	$38,003	$39,143
Capital Reserve	$10,000	$10,300	$10,609	$10,927	$11,255	$11,593	$11,941	$12,299	$12,668	$13,048
Concession Expense	$12,600	$13,860	$15,246	$15,246	$15,246	$15,246	$15,246	$15,246	$15,246	$15,246
Total	($132,600)	($137,460)	($142,554)	($146,373)	($150,307)	($154,359)	($158,532)	($162,831)	($167,258)	($171,819)
Net Operating Revenue	($10,800)	$15,000	$45,480	$46,539	$47,631	$48,755	$49,912	$51,105	$52,333	$53,598
Annual Debt Service: $ 1.2 million, 20-year term, at 6.5%	($65,000)	($65,000)	($65,000)	($65,000)	($65,000)	($65,000)	($65,000)	($65,000)	($65,000)	($65,000)
Net Cash Flow	($75,800)	($50,000)	($19,520)	($18,461)	($17,369)	($16,245)	($15,088)	($13,895)	($12,667)	($11,402)

Source: Thomas Point Associates, Inc.

Pro Forma

Exhibit 4-3 "B"

Golf Center—Expanded Program: Projected Operating Performance

Cost/Income Factor (see text)	*Performance By Year*									
	1	2	Stable Year	4	5	6	7	8	9	10
Attendance	8,400	9,240	10,164	10,164	10,164	10,164	10,164	10,164	10,164	10,164
Avge. User Fee (Par 3)	$12	$14	$16	$16	$17	$17	$18	$19	$19	$20
Revenues										
Admissions	$100,800	$129,360	$162,624	$167,503	$172,528	$177,704	$183,035	$188,526	$194,182	$200,007
Concessions	$120,000	$123,600	$127,308	$131,127	$135,061	$139,113	$143,286	$147,585	$152,012	$156,573
Batting Cage, Go Karts, Bumper Pool	$200,000	$220,000	$240,000	$240,000	$240,000	$240,000	$240,000	$240,000	$240,000	$240,000
Corporate Rental	$80,000	$120,000	$160,000	$164,800	$169,744	$174,836	$180,081	$185,484	$191,048	$196,780
Total	$420,800	$472,960	$529,932	$538,630	$547,589	$556,817	$566,321	$576,111	$586,194	$596,580
Operating Expenses										
Salaries	$120,000	$123,600	$127,308	$131,127	$135,061	$139,113	$143,286	$147,585	$152,012	$156,573
Utilities	$40,000	$41,200	$42,436	$43,709	$45,020	$46,371	$47,762	$49,195	$50,671	$52,191
Administrative Expense	$30,000	$30,900	$31,827	$32,782	$33,765	$34,778	$35,822	$36,896	$38,003	$39,143
Capital Reserve	$40,000	$41,200	$42,436	$43,709	$45,020	$46,371	$47,762	$49,195	$50,671	$52,191
Concession Expense	$72,000	$74,160	$76,385	$78,676	$81,037	$83,468	$85,972	$88,551	$91,207	$93,944
Total	($302,000)	($311,060)	($320,392)	($330,004)	($339,904)	($350,101)	($360,604)	($371,422)	($382,565)	($394,042)
Net Operating Revenue	$118,800	$161,900	$209,540	$208,626	$207,685	$206,716	$205,717	$204,689	$203,629	$202,538
Annual Debt Service: $ 2.5 million, 20-year term, at 6.5%	($135,417)	($135,417)	($135,417)	($135,417)	($135,417)	($135,417)	($135,417)	($135,417)	($135,417)	($135,417)
Net Cash Flow	($16,617)	$26,483	$74,123	$73,209	$72,268	$71,299	$70,300	$69,272	$68,212	$67,121

Source: Thomas Point Associates, Inc.

Pro Forma

4.3 The Selected Program

After reviewing alternatives and various income-generating attractions, the Steering Committee supported a development program that features three ball fields and a soccer field in a multi-use configuration. The Committee rejected the concept of a facility that might pay a major share of its cost and expenses with income derived from user fees. It did this because, among other reasons, the general public in Hampton rejects the notion of paying for the use of public park facilities.

The financial analysis of this preferred alternative (Exhibit 4-4) reflects the following:

- the cost of the fields portion of the facility is estimated at $1.5 million. This includes all components of the park south of the right-of-way of the proposed parkway.

- the average number of users is 200 per day on a year-round basis, increasing to 400 in the stable year. We expect that approximately one person in three would spend one dollar at the concession stand. The concession operation provides the only income stream.

- there are no team or other types of user fees associated with the fields.

The fields complex has negative cash flow over the ten-year period of the analysis. The concession makes a relatively small but important contribution to operating expenses.

4.4 Conclusions

This analysis provides preliminary estimates of operating income and expenses for select programs according to stated assumptions on size and use. Changes in the assumptions would naturally change the indications of financial performance of the program.

Among the facilities that the public sector could reasonably expect to develop, the fun pool has the best potential to cover a significant portion of its operating expenses and, over time, to pay a portion of its debt service. The expanded golf amusement park looks like it could be a profitable private project, although not necessarily on the Armistead site. The softball complex with a small team user payment could return a small portion of operating expenses and would have a substantial economic impact.

The choice of a multi-use park with a small fields complex, as represented in the selected alternative, reflects a preference in the community for a free facility oriented to closer-in community needs.

Exhibit 4-4

Preferred Development Program: Projected Operating Performance

Cost/Income Factor (see text)	*Performance By Year*									
	Initial Year	Year Two	Stable Year	4	5	6	7	8	9	10
Attendance: Individuals/Day	200	300	400	400	400	400	400	400	400	400
Revenues										
Fees	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Concessions	$54,750	$82,125	$109,500	$109,500	$109,500	$109,500	$109,500	$109,500	$109,500	$109,500
Rental	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total	$54,750	$82,125	$109,500	$109,500	$109,500	$109,500	$109,500	$109,500	$109,500	$109,500
Operating Expenses										
Salaries	$80,000	$82,400	$84,872	$87,418	$90,041	$92,742	$95,524	$98,390	$101,342	$104,382
Utilities	$40,000	$41,200	$42,436	$43,709	$45,020	$46,371	$47,762	$49,195	$50,671	$52,191
Administrative Expense	$35,000	$36,050	$37,132	$38,245	$39,393	$40,575	$41,792	$43,046	$44,337	$45,667
Capital Reserve	$20,000	$20,600	$21,218	$21,855	$22,510	$23,185	$23,881	$24,597	$25,335	$26,095
Concession Expense	$32,850	$49,275	$65,700	$65,700	$65,700	$65,700	$65,700	$65,700	$65,700	$65,700
Total	($207,850)	($229,525)	($251,358)	($256,927)	($262,664)	($268,573)	($274,659)	($280,928)	($287,385)	($294,035)
Net Operating Revenue	($153,100)	($147,400)	($141,858)	($147,427)	($153,164)	($159,073)	($165,159)	($171,428)	($177,885)	($184,535)
Annual Debt Service: $ 1.5 million, 20-year term, at 6.5%	($81,250)	($81,250)	($81,250)	($81,250)	($81,250)	($81,250)	($81,250)	($81,250)	($81,250)	($81,250)
Net Cash Flow	($234,350)	($228,650)	($223,108)	($228,677)	($234,414)	($240,323)	($246,409)	($252,678)	($259,135)	($265,786)

Source: Thomas Point Associates, Inc.

Pro Forma

5. Conclusions and Recommendations

Based on current and projected demand, the strongest need for recreational facilities seems to be for baseball and soccer fields. The City's estimates of present and future demand indicate that these sports evidence the most need for new facilities, now and in the foreseeable future.

The neighborhoods around the site are stable, middle-income areas that very closely resemble the population of the City as a whole. There are relatively fewer recreational facilities in these neighborhoods by comparison to other parts of the City. Clearly there is demand in this part of the City for a community recreation facility of some type.

The site is a very central location with good access to pass-by traffic on Armistead and LaSalle and to the close-in population. However, the surrounding area is strongly residential in character and there are already many commercial stores and services that serve the population in the area. The real estate potential for the site is weak. Nevertheless, a fields complex could support a small concession operation.

There is some potential of the site to yield income from recreational facilities. The water fun center is the most appealing project from a public sector finance viewpoint. Relatively modest user charges would provide income that could offset a significant portion of debt service. The golf amusement complex also has potential to generate income but this type of project could be best developed by private interests. It would seem to have greater potential for success on Mercury Boulevard or another major thoroughfare.

However, the local population is highly sensitive to user fees. There are various factors that may help to account for this sensitivity. The main consideration is that the City has a large military and ex-military population that is accustomed to free and open recreational facilities. It also has a middle-income population that is accustomed to the free use of public recreation facilities. Over the long term, as residents resist tax increases to support parks as well as other types of investments, it may be possible to put greater reliance on user fees to support new facilities. The City should consider aquatic facilities, including a water fun center, if and when that time comes.

There is an important distinction to be made between financial feasibility and economic impact. Facilities that generate user fees have the ability to yield income that offsets operating expenses and capital costs; such facilities evidence a greater degree of financial feasibility. Facilities that generate overnight travel requirements and that affect the demand for hotel rooms, restaurant meals and other travel support services have direct and indirect benefits to the local economy; this category of facilities has a greater economic impact. User fees associated with aquatic centers and fun pools indicate financial feasibility while tournament complexes for softball and soccer generate greater economic impact.

In the course of this research there were several uses that, while not themselves constituting feature activities, could generate income for the overall operation.

- The batting cage that had been located at the Peninsula Driving Range, at the corner of LaSalle and Mercury, was closed in order to accommodate the widening of Mercury Boulevard. There could be a good revenue potential from this type of use if the other uses were appropriate.

- The corporate picnic area has the potential for paying use, since companies lack picnic areas and need places to get together, annually. However, they need recreation opportunities on the site. Therefore the development of a corporate picnic area will need corresponding recreation components for exclusive use, and some means to central public access during the time of such use.

Conclusion

In the final analysis the Steering Committee indicated a preference for a multi-use park that could address many recreational needs in the community. The recommended program has a strong sports field component designed for primarily local use. While the facility would be able to support some tournament activity, it would not be a tournament complex for softball or soccer in the way that some of the newer multi-use field complexes are.

The proposed facility would have little potential to support itself through user fees. It would have only a slight economic impact. However, it would fill important needs in the community for recreational facilities and it would represent a significant benefit to Hampton residents, particularly those who reside in the vicinity of the site.

APPENDIX A:
SUPPLEMENTAL DEMOGRAPHIC DATA

Exhibit A-1

Demographic Facts by Distance from Site: Age and Education

Factor Description	Radius *3 Miles*	*7 Miles*	*10 Miles*
Age			
Under 5 Years	7.99%	8.08%	7.83%
5 to 9 years	7.55%	8.11%	7.84%
10 to 14 years	5.71%	6.28%	6.08%
15 to 17 years	3.25%	3.53%	3.39%
18 to 20 years	3.71%	4.23%	5.86%
21 to 24 years	6.36%	5.70%	7.80%
25 to 29 years	10.26%	9.71%	10.04%
30 to 34 years	8.48%	8.47%	8.28%
35 to 39 years	7.89%	8.17%	7.94%
40 to 49 years	12.09%	12.79%	12.63%
50 to 59 years	10.93%	10.04%	9.36%
60 to 64 years	3.47%	3.39%	3.06%
65 to 69 years	4.22%	3.75%	3.23%
70 to 74 years	3.36%	3.14%	2.68%
75+ years	4.72%	4.63%	3.97%
Median Age	33.05	32.58	30.69
Average Age	35.44	34.71	33.52
By Education	51609	151,870	201,040
Elementary (0-8)	8.10%	7.77%	6.80%
Some High School (9-11)	15.22%	14.30%	13.19%
High School Graduate (12)	30.33%	29.36%	30.04%
Some College (13-15---no degree)	23.34%	22.88%	23.68%
Associate Degree Only	6.77%	6.73%	6.80%
Bachelor Degree Only	11.34%	12.52%	12.83%
Graduate Degree	4.90%	6.43%	6.67%
Population Enrolled in School	20113	65,535	86,687
Public Pre-Primary	3.85%	4.05%	4.13%
Private Pre-Primary	2.68%	3.16%	3.21%
Public Elem. and High School	59.23%	58.19%	58.41%
Private Elem. and High School	3.75%	3.87%	3.93%
College	30.49%	30.73%	30.32%

Source: National Decision Systems: City of Hampton

Exhibit A-2

Demographic Facts by Distance from Site: Employment

	Radius		
Factor Description	*3 Miles*	*7 Miles*	*10 Miles*
Employment Status	63,278	186990	267740
Employed in Armed Forces	6.21%	6.89%	17.20%
Employed Civilians	58.28%	56.52%	51.05%
Unemployed Civilians	4.38%	4.21%	3.67%
Not in Labor Force	31.13%	32.38%	28.07%
By Occupation	36881	105691	136693
Executive and Managerial	10.34%	10.89%	11.32%
Professional Specialty	13.08%	14.58%	15.18%
Technical Support	5.20%	4.70%	4.68%
Sales	9.83%	10.90%	11.16%
Administrative Support	16.13%	15.06%	14.99%
Service:Private Household	0.55%	0.48%	0.45%
Service: Protective	2.00%	2.05%	1.99%
Service: Other	13.20%	12.40%	12.11%
Farming, Forestry and Fishing	0.77%	1.05%	1.03%
Precision Production and Craft	15.79%	15.24%	14.88%
Machine Operator	5.85%	5.48%	5.21%
Transportation and Material Moving	3.38%	3.32%	3.30%
Laborers	3.88%	3.86%	3.69%

Source: National Decision Systems: City of Hampton

Exhibit A-3

Demographic Facts by Distance from Site: Income

Factor Description	Radius *3 Miles*	*7 Miles*	*10 Miles*
Households by Income			
$150,000+	0.94%	1.35%	1.50%
$100,000-149,999	1.90%	2.66%	2.83%
$75,000-99,999	4.25%	5.37%	5.75%
$50,000-74,999	19.60%	20.02%	20.26%
$35,000-49,999	20.30%	19.48%	19.32%
$25,000-34,999	18.10%	16.61%	16.51%
$15,000-24,999	15.79%	15.91%	16.38%
$5,000-14,999	11.74%	11.62%	11.26%
Under $5,000	7.38%	6.98%	6.19%
Average Household Income	$39,972	$42,696	$43,830
Median Household Income	$33,339	$34,324	$34,794
Per Capita Income	$17,098	$17,483	$17,484

Source: National Decision Systems: City of Hampton — Demographics

Addendum to
Armistead Pointe Park Master Plan
July 1998

Adoption. The Armistead Pointe Master Plan was reviewed by the Hampton Planning Commission and by the Hampton City Council. At a Public Hearing as part of a regular meeting on May 11, 1998, the Hampton Planning Commission unanimously approved the Master Plan, as presented. At a Public Hearing as part of their regular meeting on June 24, 1998, the Hampton City Council unanimously approved the Master Plan.

At the City Council meeting there was discussion of the following points. This information includes clarifications and corrections to issues raised during the public review process. It also incorporates information received from public agencies since the draft report submittal.

A. **Trails and Greenways**. An error in the first sentence of the discussion of Trails and Greenways (page 10) was noted, and should be corrected as follows. The Hampton 2010 Comprehensive Plan includes a Bike Route element, with recommendations for future bicycle lanes. Lanes are recommended on Hampton Roads Center Parkway, on Armistead Ave from Marcella Rd north, and on Tide Mill Lane. Bicycle racks are included in the Master Plan.

B. **Cemeteries.** The Master Plan incorporates the existing cemeteries in their current locations. The detailed design of the south parking lot needs to provide adequate buffer in an island around the gravesite and marker, as illustrated. Cemeteries in the RPA should not be disturbed by planned park improvements.

C. **Hampton Roads Center Parkway Tight-Of-Way**. Council members discussed the possibility of using the parkway right-of-way for additional "temporary" recreational facilities. Langley and McDonald explained that such use could be problematic for several reasons. Federal permits would need to be acquired to replace the recreational facilities with the roadway, if it is needed in the future. The public is very resistant to losing positive community facilities once they are established, even if initially designated as temporary. The right-of-way currently can be used for informal recreational activities, warm-ups and practice areas, without specific designations on the plan.

D. **Wetlands.** A field review by the US Army Corps of Engineers resulted in Tide Mill Pond being declared a "Water of the United States," despite being manmade. This does not change the recommendation of adding a bench around the perimeter of the pond for improved safety and habitat enhancement. The Corps

also delineated a small area of wetland in a remnant ditch next to the pond. The proposed library complex may impact this wetland. Minor deign alternatives to the currently proposed library should be developed during subsequent design phases. The wetland may be able to be incorporated into the pond bench. Consult with Corps' representatives throughout the design phase. Refer to confirmation letter that follows (U.S. Army Corps of Engineers, May 6, 1998).

E. **Cultural Resources**. Confirmation of one previously identified historic resource was received from the Virginia Department of Historic Resources. The "Pony Farm" artifact scatter is located at the northeastern tip of the property, and is partially located on the adjacent private property to be acquired. The existing farm road (potential perimeter path alignment) runs through one corner of the site, but no other park features are proposed in the area. There is the potential to develop interpretive material about the site along the proposed pathway. The City may choose to perform further analysis of the site at its discretion, but is under no current obligation to do so. If a federal wetland permit is required for future work on the site, however, a Phase One investigation will need to be undertaken. Refer to confirmation letter and map that follow (Department of Historic Resources, Jul 2, 1998).

F. **Threatened and Endangered Species**. A poll of all state and federal agencies with protected species databases revealed that there are no threatened or endangered species on the park site. There are several "species of concern" which are not afforded legal protection, primarily birds that may be seen in association with the tidal creek. Interpretive materials developed for the park could include descriptions and identification keys for the species of concern, as well as more common plant and animal life found on the site. Refer to the confirmation letter that follows (Langley and McDonald, May 11, 1998).

G. **Parking Space Calculations** (Addendum to Development Guidelines). Parking requirements depicted in the Master Plan are based upon the following numbers of spaces per facility. Should the scale of facilities change significantly during design stages, parking quantities need to be changed accordingly.
   - Softball Fields – 50 spaces per field
   - Soccer Fields – 50 spaces per field
   - Volleyball Courts – 6 spaces per court
   - Basketball / Multi-use Courts – 6 spaces per court
   - Library (12,000 SF) – 1 space per 300 sq. ft. of display area*
   - Activity Pavilion (10,000) – 1 space per 300 sq. ft.
   - Gazebo – 20 spaces
   - Picnic Areas / Playgrounds
     i. North sector – 30 spaces
     ii. South sector, water playground – 150 spaces

iii. Canoe / Kayak Access – 5 spaces

* Based upon current Hampton Zoning Regulations at the time of planning (1998), and subject to change.

Langley and McDonald, P.C.

Engineers
Surveyors
Planners
Landscape Architects
Environmental Consultants

GEORGE E. LANGLEY
Consultant
T. JOSEPH McDONALD
1906-1982

May 11, 1998

Ms. Laurine Press
Director
City of Hampton
Parks and Recreation
22 Lincoln Street
Hampton, Virginia 23669

Re: Armistead Pointe Park; Threatened and Endangered Species and Cultural Resources Review (L&M No. 1980036-000.99)

Dear Ms. Press:

Langley and McDonald, P.C. has completed the threatened and endangered specie review for the Armistead Pointe Park property, and found that no threatened or endangered species are known to occur on-site.

All state and federal agencies (U.S. Fish and Wildlife Service, Virginia Department of Game and Inland Fisheries, Virginia Department of Agriculture and Consumer Services Office of Plant and Pest Services, Virginia Department of Conservation and Recreations Division of Natural Heritage) with protected species databases were contacted regarding review of the project area. The only threatened or endangered species documented in the project vicinity is the bald eagle (*Haliaeetus leucicephalus*). However the bald eagle is greater than one mile away from the project site, and is therefore not a concern for the proposed Armistead Pointe Park.

The correspondence listed several "species of concern" which are plants and animals found in decreasing numbers but not listed as threatened or endangered. The species of concern are afforded no protection from the Endangered Species Act. The species of concern listed in the project area include the Virginia least trillium (*Trillium pusillum var. virginianum*), great egret (*Casmerodius albus egretta*), yellow-crowned night-heron (*Nyctanassa violaceus violaceus*), Forster's tern (*Sterna forsteri*), least tern (*Sterna antillarum*), Caspian tern (*Sterna caspia*), and saltmarsh sharp-tailed sparrow (*Ammodramus caudacutus*). The birds may occur along the tidal creek and it is our opinion that habitat is not present for the least trillium.

I have attached a copy of the letter from the Corps that we just received confirming the wetland delineation as accurately flagged in the field.

MAIN OFFICE
5544 Greenwich Road
Virginia Beach, VA 23462
(757) 473-2000
FAX: (757) 497-7933

201 Packets Court
Williamsburg, VA 23185
(757) 253-2975
FAX: (757) 229-0049

Laurine Press
City of Hampton Parks and Recreation

We are still awaiting a response from the Virginia Department of Historic Resources. We have been in contact with them, they have lost the original request and are processing our second. We will provide the information to you as soon as it is received.

If you should have any questions or require further information please contact me or Sandra Brinson at (757) 253-2975.

Sincerely,

LANGLEY AND McDONALD, P.C.

John Lowenthal, PWS
Associate
Senior Environmental Specialist

Attachment

cc: Keith Oliver, L&M

U.S. Army Corps of Engineers
Norfolk District, Western Virginia Regulatory Section
803 Front Street
Norfolk, Virginia 23510-1096

Project Number: 98-5075

Waterway: Tide Mill Creek

1. Participant:
City of Hampton, Mr. Terry O'Neill
Armistead Pointe Park
2[illegible] Lincoln Street
[illegible]mpton, VA 23669

2. Authorized Agent:
Langley & McDonald
Attn: Sandra J.Y. Brinson
201 Packets Court
Williamsburg, VA 23185

3. Address of Job Site:
Armistead Pointe Park, east side of North Armistead Ave., east of Hampton Roads Center Parkway, and bounded by Tide Mill Creek.

4. Project Description:
Verification of delineation for the proposed Armistead Pointe Park.

5. Findings

THIS IS ONLY A JURISDICTIONAL CONFIRMATION

This wetlands jurisdictional confirmation is valid for a period of five years from the date of this letter, unless new information warrants revision of the delineation before the expiration date. Our review of the Langley site data confirms that wetlands and other waters regulated under Section 404 of the Clean Water Act (33 U.S.C. 1344) are present on the job site listed above, as delineated by Langley and McDonald. These other waters include the pond, and a fringe of wetlands in the pond on the northwest corner of the property. The delineation is accurately flagged and is generally depicted, but not surveyed, on the wetland exhibit. Minor delineation alignment changes made 3/298 are not depicted on the drawing. These minor changes included some additional wetland area east of the pond on this site, and around the cemetery found on the east end of the site.

No work is authorized by this jurisdictional confirmation. Landclearing activity, road building, or other land filling activity in wetlands or other waters of the United States would require a Corps permit, as specified in part by the excavation rule dated August 25, 1993, found in Federal Register Volume 58, Number 163, starting at page 45008.

6. Corps Contact: John Evans at (757) 441-7794.

J. Robert Hume, III
Chief, Western Va Regulatory Section

[illegible] FL 13 REVISED DEC 90

Armistead Pointe Park Master Plan

Wetland Sketch

North

Not to Scale

Langley and McDonald Project # 1980036-001.01

Department of Historic Resources
2801 Kensington Avenue
Richmond, Virginia 23221

July 2, 1998

Sandra Brinson
Langley and McDonald, P.C.

VIA FAX: 757-497-7933

Dear Ms. Brinson:

I have examined the USGS Quadrangle map of Newport News North for your proposed project #1980036-000.99. I found the following previously identified historic resource within the boundaries of your project site:

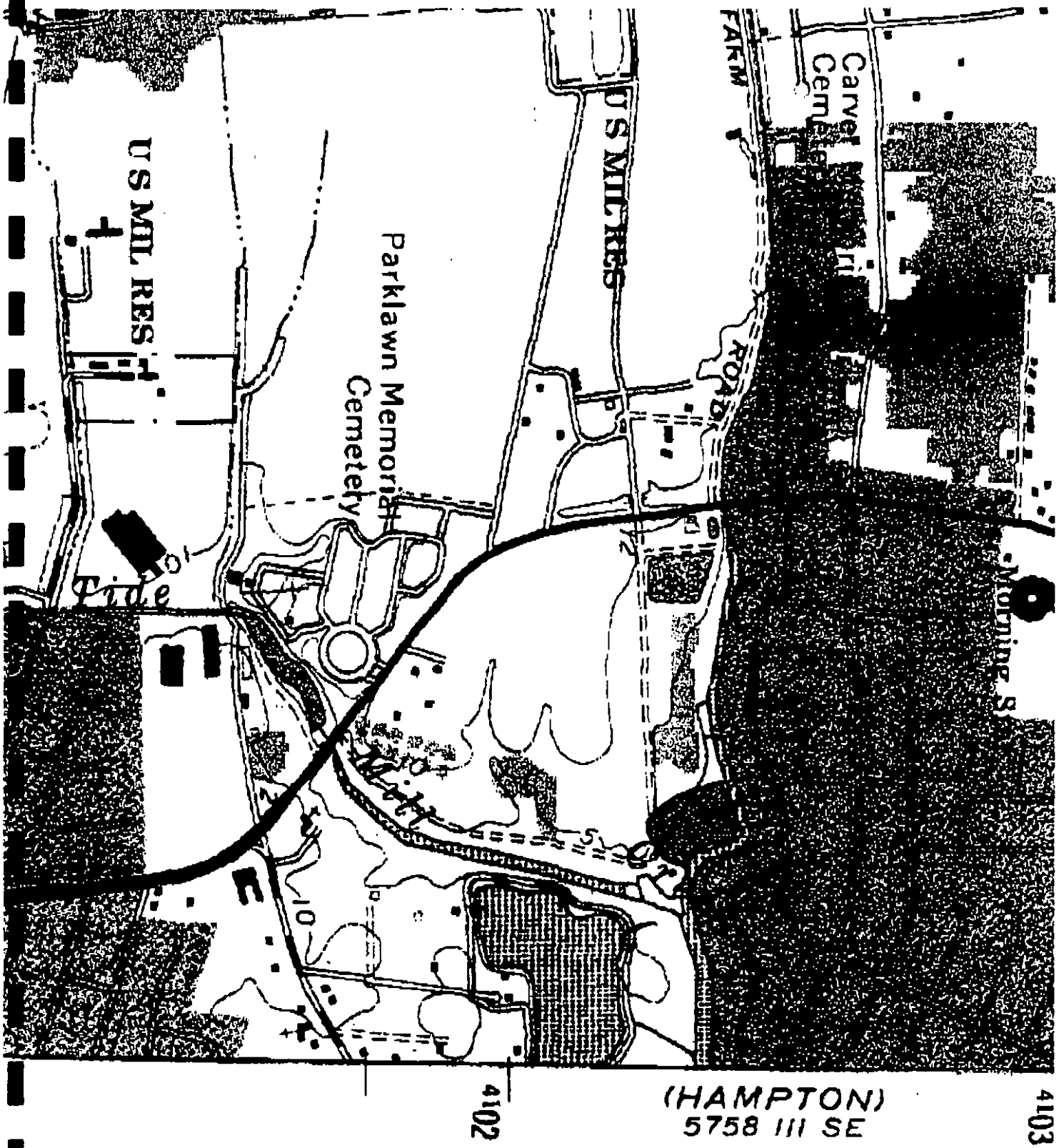
ARCHAEOLOGY	44HT26	Pony Farm, artifact scatter, archaic and woodland

This resource is not on the National Register nor does it appear to have been evaluated for eligibility. Attached is information to locate and identify this resource.

Please note that your request for information from the Department of Historic Resources archives concerning the location of historic property does not relieve you or your client from possible obligations under state or federal historic preservation regulations. I strongly recommend that you contact David Dutton of the department's Project Review Division at 804/367-2323, ext. 106, if you have any questions concerning state and federal regulatory requirements.

Sincerely,

Jean O. McRae
Archivist Assistant



Department of Historic Resources
2801 Kensington Avenue
Richmond, Virginia 23221

9. 06-0247 A Resolution Authorizing the Execution of An Agreement of Sale For the Purchase of Property known as 701 N. Armistead Avenue, Armistead Avenue North, 726 Back River Road, and Back River Road North, from Betty E. Stevens.

APPROVED
Motion made by: Councilmember Angela Lee Leary
Seconded by: Councilmember Randall A. Gilliland
Ayes: 6 - Randall A. Gilliland, Angela Lee Leary, Charles N. Sapp, Turner M. Spencer, Rhet Tignor, Ross A. Kearney, II
Nays: 0
Absent: Joseph H. Spencer, II

10. 06-0250 Armistead Pointe Property - Revised Master Plan Engineering Services Project

RESOLUTION ALLOCATING $20,000 FROM SERIES 2005 BOND FUNDS – COUNCIL INITIATIVES FOR THE PREPARATION OF A REVISED MASTER PLAN FOR THE FUTURE DEVELOOPMENT OF THE ARMISTEAD POINT PROPERTY

WHEREAS, several years ago, following a number of public meetings on a master plan for the development of Armistead Pointe, Council adopted a plan for the site with primarily outdoor recreational uses; and

WHEREAS, since that plan was adopted, there have been a number of other community needs suggested or approved for this site, including a future school, a community center and most recently, an indoor sports facility; and

WHEREAS, it is appropriate to prepare a revised master plan for Armistead Pointe and to engage various civic groups on the proposed plan revisions, prior to consideration by the Planning Commission and City Council of a revised master plan; and

WHEREAS, by using the services of a qualified consultant to prepare alternative layouts for the various uses under consideration at this site, the City can ensure that it is optimizing the use of the site to accommodate as many uses as possible, as efficiently as possible, in terms of joint access, shared parking and infrastructure, so as to minimize development costs.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hampton hereby allocates $20,000 for the preparation of a revised master plan for the future development of the Armistead Pointe property, from the Series 2005 Bond Funds - Council Initiatives.

APPROVED items 1-6, 10-12, and 14-16 of the Consent Agenda.
Motion made by: Councilmember Angela Lee Leary
Seconded by: Councilmember Randall A. Gilliland
Ayes: 6 - Randall A. Gilliland, Angela Lee Leary, Charles N. Sapp, Turner M. Spencer, Rhet Tignor, Ross A. Kearney, II
Nays: 0
Absent: Joseph H. Spencer, II

Extract of the 4-26-06 City Council evening meeting minutes

11. 06-0251 Settlers Landing Road-On Street Parking Lanes Engineering Services Project No. 05028

RESOLUTION AUTHORIZING A CHANGE ORDER WITH PEMBROKE CONSTRUCTION COMPANY FOR CONSTRUCTION OF THE PARKING LANES ON SETTLERS LANDING ROAD – PHASE 1

WHEREAS, it is Council's desire to proceed with the construction of parking lanes on Settlers Landing Road as quickly as possible, prior to the peak 2006 summer tourist season in Downtown; and

WHEREAS, Pembroke Construction Company is currently under contract with the City for the construction of Merchant Lane (now known as History Museum Way), and improvements on Settlers Landing Road, at a cost of approximately $400,000; and

WHEREAS, staff has negotiated a change order with Pembroke Construction Company under its existing contract to construct the parking lanes from Eaton Street to King Street (Ph 1), at a cost of approximately $150,000; and

WHEREAS, this change order is competitively priced per the engineer's estimate but it will exceed the current contract with Pembroke Construction Company by 25%, thereby requiring Council approval of the change order, per the City's procurement regulations; and

WHEREAS, funds are available for this change order from the capital project account established for the parking lanes.

NOW, THEREFORE, BE IT RESOLVED that a change order is hereby authorized with Pembroke Construction Company in the amount of $148,450.75 for the construction of parking lanes on Settlers Landing Road – Phase 1.

APPROVED items 1-6, 10-12, and 14-16 of the Consent Agenda.
Motion made by: Councilmember Angela Lee Leary
Seconded by: Councilmember Randall A. Gilliland
Ayes: 6 - Randall A. Gilliland, Angela Lee Leary, Charles N. Sapp, Turner M. Spencer, Rhet Tignor, Ross A. Kearney, II
Nays: 0
Absent: Joseph H. Spencer, II

12. 06-0252 Traffic Signal Installation on Armistead Avenue at Freeman Drive Engineering Services Project No. 07-002

RESOLUTION DESIGNATING OXFORD TRAIL PARTNERS LCC TO INSTALL A TRAFFIC SIGNAL AT THE INTERSECTION OF ARMISTEAD AVENUE AND FREEMAN DRIVE

WHEREAS, staff had previously determined that a traffic signal would be warranted on Armistead Avenue at the Freeman Drive intersection to accommodate future traffic needs; and

HAMPTON CITY COUNCIL
NOTICE OF ACTION

TO:	City Attorney	Planning	**MEETING OF: 06/24/98**
	City Assessor	Public Works	
	Codes Compliance	Central Permitting	
	Development	Mapping Department	

SUBJ: Zoning Cases, Plans, Use Permit, Conditional Privilege

DATE: 06/25/98

==========

Council ZONING CASE 1078: an application by Old Point National Bank to rezone a 0.27± acre parcel from One-Family Residence District (R-11) to Neighborhood-Commercial District (C-1) to permit the bank expansion of a parking lot and ATM. The subject property, located on the west side of Woodland Road beginning 400'± north of its intersection with Andrews Boulevard, extends along Woodland Road for 100'± with an average depth of 119'±, and is commonly known as 357 Woodland Road. The 2010 Comprehensive Plan recommends a node of commercial/mixed uses for this general area; C-1 permits neighborhood scale commercial development, subject to seven conditions:

1. Development of the subject property shall substantially conform to the accompanying conceptual plan prepared by Coenen & Associates, dated March 16, 1998.
2. Use of the subject property shall be limited to banking and other financial services, as well as associated and/or accessory uses such as, but not limited to, parking and driveways. No Automated Teller Machine will be erected on subject property unless it appears to be in the best interest of customer safety and security at which time installation shall be subject to the recommendation of the Planning Commission and subsequent approval of City Council.
3. All lighting on the subject property shall be directed inward and away from adjoining residential properties and roadways.
4. A landscaped buffer shall be maintained along the northerly property line having a width of at least 12 feet. New plant material within the landscaped buffer shall be installed within six (6) months after obtaining Rezoning approval.
5. Applicant will attempt to retain the large magnolia tree and live oak tree along the northern property line.
6. Along the rear or westerly property line, a chain link fence with privacy slats will be installed similar to the existing chain link fence along the rear of applicant's adjoining property.

7. Along the northerly property line a privacy fence constructed of wood, or an alternate material, shall be installed from the rear or west end of the northerly property line and extending toward Woodland Road as far as permitted by applicable codes. A chain link fence shall not be permitted along the northerly property line.

Council APPROVED on second and final reading Case 1081: an application by John and Joy Johnson to rezone a 0.32± acre parcel from One-Family Residence District (R-9) to Residential-Transition District (R-T) to permit a wholesale insurance business. The parcel is located at 1106 Big Bethel Road, being 350'± south of the Big Bethel Road and Village Drive intersection, fronting 92'± on the east side of Big Bethel Road, with an average depth of 171'±. The 2010 Comprehensive Plan recommends neighborhood commercial, institutional, low-density multi-family, and professional and service-oriented uses for this general area; R-T zoning allows wholesale insurance business.

Council APPROVED Newtown Neighborhood Plan: a comprehensive neighborhood plan that includes civic, social, and physical recommendations for the area bounded generally by Victoria Boulevard to the north, LaSalle Avenue to the west, Kecoughtan Road, Elizabeth Road, and the Merrimac Boat Basin to the south, and the Hampton River, Sunset Creek, and Kecoughtan Road to the east. The Newtown Neighborhood Plan is proposed as an addendum to the 2010 Comprehensive Plan.

Council APPROVED Armistead Pointe Park Master Plan: a conceptual design plan that displays the location of active and passive recreational amenities recommended for the area bounded generally by Tide Mill Creek to the north, east, and south, and North Armistead Avenue to the west at the eastern end of the Hampton Roads Center Parkway.

Council APPROVED rescission of Use Permit No. 920 with seven (7) conditions: a request by Atlantic Communications, Inc. that City Council rescind and declare invalid Use Permit No. 920 as approved by City Council on December 10, 1997. Use Permit No. 920 allowed the construction of a 400 foot communications tower and associated 16' X 25' equipment building on property zoned One Family Residence (R-11) District. The subject site, 1433 Big Bethel Road, includes two parcels which total 11.3± acres, and fronts 375± feet on the west side of Big Bethel Road, with an average depth of 860±.

Council APPROVED Conditional Privilege 18: an application by New Mount Olive Baptist Church for the purpose of establishing a child care center at 917, 919, and 921 Aberdeen Road, subject to the following six (6) conditions.

1. That the hours of operation be as stated on the application, Monday, through Friday, 6:00 a.m. through 6:00 p.m.
2. That the play area be located in the rear yard and enclosed by a fence at least four (4) ft. in height.
3. That the applicant maintain a ledger containing the names, birth dates, addresses, mode of transportation, status of each child and that said ledger be available for inspection by authorized personnel of the City of Hampton without prior notice.

4. That the total enrollment be limited by the Certificate of Occupancy.
5. That all inspections and Certificate of Occupancy be issued within 24 months of the final approval of the Conditional Privilege or the Conditional Privilege shall become null and void and that the Certificate of Occupancy be issued prior to operating.
6. That the Planning Director and the Zoning Administrator must approve the proposed façade of the structure and the landscaping plan prior to the final approval of the site plan.

Vicki J. Robbins
Deputy Clerk of Council

cc: Pat Thomas, Planning
Laurine Press, Parks & Recreation
Diane J. Boone, Planning
Donald A. Whipple, Planning
E. A. Mason, Codes/Compliance
Jackie Ray, Central Permitting

City of Hampton

MEMORANDUM

TO: Tom Gear, Hampton City Council

FROM: Terry O'Neill, Director of Planning TPO.

DATE: May 18, 1998

SUBJ: Armistead Point Park

Attached is a recent letter I received from the Virginia Department of Transportation requesting information as part of their environmental assessment of a proposed project (the Pembroke Avenue Bridge). I thought you might be interested in this letter and attached material given our recent conversation regarding Armistead Point Park and the possibility of using the proposed right-of-way for temporary recreational use.

On the second page of the attachment, you will see a pretty typical list of questions which comprise one component of the environmental review document. Question #8 asks if the proposed project will impact any existing or planned recreational sites. This is the question referenced by the Armistead Point Park consultants when they stated that any use of the proposed right-of-way would likely show up as part of the environmental assessment for any future highway project. All transportation projects try to avoid impacting environmental, recreational, and cultural resources and while identified impacts to any of these types of resources is viewed as a "negative" it is difficult to conclude that they would or would not kill a proposed project. Many other factors come into play when deciding the fate of a project.

As we discussed, it is my opinion that the more difficult question surrounds the possible perception that the future road (if it ever is built) will "take something away" from the community if we decide to build recreational amenities in the right-of-way. We have faced this situation before and the City Council in place at the time of action has received their share of criticism despite documentation of the temporary nature of the asset being displaced.

I hope this information is helpful. If you have any additional questions, please contact me at 727-6131.

cc. George Wallace
Laurine Press

DEPARTMENT OF PLANNING
22 LINCOLN STREET, HAMPTON, VIRGINIA 23669

ITEM # _____ DATE 5/11/98

ITEM # _____ DATE _____

AGENDA REVIEW

Second Reading (if applicable)

Prepared by: Laurine Press Reviewed by: R. R. Mack Reference:

SUBJECT: -

ARMISTEAD POINTE PARK MASTER PLAN. A conceptual design plan that displays the location of active and passive recreational amenities recommended for the area bounded generally by Tide Mill Creek to the north, east, and south, and North Armistead Avenue to the west at the eastern end of the Hampton Roads Center Parkway.

ACTION REQUESTED OF COMMISSION:

Approval of the Armistead Pointe Park Master Plan, as submitted.

BRIEF BACKGROUND STATEMENT:

- In January of 1998 the City Council approved funding in the amount of $60,000 to develop a preliminary master plan for the Armistead Pointe Park property, located on N. Armistead Avenue at the eastern end of the Hampton Roads Center Parkway.
- The Parks and Recreation Department, in coordination with the Planning and Public Works Departments, secured the professional services of Langley and McDonald and Associates to develop a plan using a public process to develop the conceptual design for this site.
- The design team has received public input from the steering groups and community members.
- This Plan is a general concept design; Planning Commission and City Council endorsement does not include Plan details nor a commitment to funding.

ADDITIONAL REFERENCE MATERIAL AVAILABLE:

Master Plan completed by Langley and McDonald and Associates.

City of Hampton

MEMORANDUM

TO: Hampton Planning Commission
FROM: Laurine Press, Parks and Recreation Director
DATE: April 24, 1998
SUBJ: Armistead Pointe Park Master Plan

Enclosed please find the Armistead Pointe Park Master Plan, the result of a 2 ½ -month effort between the City of Hampton, residents of the Tide Mill/Armistead area and Langley and McDonald and Associates, to develop the property known as Armistead Pointe. This 79+ acre site is presently vacant and generally bounded by Tide Mill Creek to the north, east, and south and by N. Armistead to the west. The property is bounded by single family residences and is located at the eastern end of the Hampton Roads Center Parkway. The property is zoned One-Family Residence (R-11) district. The Plan represents the comments and views of a steering committee that initially met in February 1998. Their final recommendation stressed features with low cost to participants. The park design would offer a wide variety of activities for a broad age range. The features recommended for this new park include the following:

South Sector

- Three softball fields - with children's soccer fields in outfields, central tower
- One regulation soccer field with bleachers for high school use
- One youth soccer field
- Two basketball courts
- Two volleyball courts
- Concession/ Restroom/ Administrative Pavilion
- Picnic Area
- Water Spray Playground
- Adventure Playground
- Canoe / Kayak Access
- Multi-use trail
- Maintenance Compound
- Roller Hockey in Parking Lot
- Parking +428 spaces

North Sector

- Library
- Indoor / Outdoor Activity Pavilion
- Stage / Plaza
- Botanical display in screen plantings
- Paddle Boat Rental / Dock
- Fountains in Tide Mill Pond
- Gazebo
- Playground
- Open lawn area
- Multi-purpose court
- Multi-use trail
- Parking +130 spaces

DEPARTMENT OF PARKS AND RECREATION
22 LINCOLN STREET HAMPTON VIRGINIA 23669

The Planning Department staff has participated in the development of this Plan and believes that its recommendations are well founded. Staff respectfully requests approval of the Armistead Pointe Master Plan, as submitted.

I am available at your convenience should you have questions prior to the public hearing - 727-6347.

ARMISTEAD POINTE PARK

AT A PUBLIC HEARING AND REGULAR MEETING OF THE CITY PLANNING COMMISSION, HELD IN THE COUNCIL CHAMBERS, CITY HALL, HAMPTON, VIRGINIA, ON MONDAY, MAY 11, 1998 AT 2:00 P.M.

WHEREAS: The Hampton Planning Commission has before it this day the Armistead Pointe Master Plan for the area bounded generally by Tide Mill Creek to the north, east, and south, and North Armistead Avenue to the west at the eastern end of the Hampton Road Center Parkway; and

WHEREAS: The Parks and Recreation Department, in coordination with the Planning and Public Works Departments, secured the professional services of Langley and McDonald and Associates to develop a plan using a public process to develop a conceptual design for this site; and

WHEREAS: The conceptual design plan displays the general location of active and passive recreational amenities; and

WHEREAS: The design team has received public input from steering groups and community members; and

WHEREAS: This Plan is a general conceptual plan; thus, Planning Commission and City Council endorsement would not include Plan details nor a commitment to funding; and

WHEREAS: There was public comment both in support and against the Armistead Pointe Master Plan.

NOW, THEREFORE, on a motion by Dr. Mamie E. Locke, and seconded by, Katherine K. Glass,

BE IT RESOLVED that the Hampton Planning Commission recommends approval of the Armistead Pointe Master Plan, to the Honorable City Council.

A roll call vote on the motion resulted as follows:

AYES: Wilson, Gentry, Glass, Barr, Wallace, Locke, Zambas
NAYS: None
ABST: None
ABSENT: None

A COPY; TESTE:

_____
Terry P. O'Neill
Secretary to Commission

ARMISTEAD POINTE
MASTER PLAN STEERING COMMITTEE

NAME	ORGANIZATION
Denise Bellamy	Parks and Recreation Advisory Board
Bruce Myers	Parks and Recreation Advisory Board
Lucy Dyke	Parks and Recreation Advisory Board
Col. John Watkins	Parks and Recreation Advisory Board
Kathy Grook	City of Hpt - Marketing & Retail Development
Mary Mack	Tidemill Civic Association
William Peters	Riverdale Regional Civic Association
Tom Gear	Coalition for the Preservation of Recreational Opportunities (CPRO)
Ross Phillips	Regional Little League Association
Jeremy Binder	Hampton Youth Commission
Mandy Tate	Hampton Youth Commission
Pete Gozza	Mercury Central Business Improvement District

Request for Qualifications
City of Hampton, Virginia
Armistead Pointe Recreational Park Feasibility Study

In 1989, the City of Hampton adopted a Comprehensive Plan. Several sections of this plan reference the need for expanded recreational opportunities within the city. The city's policies with regard "to the use of public land is to encourage the provision of a wide variety of recreational, cultural, and educational opportunities for the entire population; to ensure that sufficient public land is acquired, reserved or developed for public use; to identify the most appropriate locations for future public needs; and to encourage the development of public lands in order to enhance the quality of life within the community."

The Armistead Pointe property, located in the Mercury Central section of Hampton has been identified as a future site of a community park conducive to fulfilling recreational needs appropriate to a highly developed setting. This area is characterized by 79 acres of land border by residential property to the South, LaSalle Avenue to the East, Langley Air Force Base to the North and Armistead Avenue to the West. Tidemill Creek and a lake are located within the property. The land consists of 51 acres developable property, 8% of wetlands and contains the path of the proposed eastern extension of the Hampton Roads Center Parkway directing bisecting the property. The city owned land identified on the attached map represents approximately 79 acres.

PURPOSE

The City of Hampton, Virginia is seeking to hire qualified consultants to conduct a preliminary master plan and economic feasibility analysis for the identified planning area. Authorization to proceed with phase one has been approved by City Council. Subsequent phases may or may not be authorized depending on the results of phase one. The selected consultants will be chosen on the basis of their qualifications to perform the identified tasks for phase one

as well as their capabilities to perform necessary tasks in subsequent phases, if additional work is authorized by the City Council.

The overall purpose of phase one is to prepare an economically viable preliminary master plan for the development of a recreational park capable of housing multi-purpose athletic fields, spectator amenities and commercial amenities attractive to the client of the park. In addition, phase one work should identify the sequence of steps necessary to move forward with the proposed plan. A non-negotiable deadline of March 3, 1998 exists for the completion of phase one.

OUTLINED OF DESIRED SCOPE OF SERVICES: PHASE ONE*
*(More detailed scope of services will be negotiated once a consultant is selected.)

A. Data Collection
B. Site Analysis
C. Development Programming and Market Analysis
D. Land Use Concept Plan
E. Economic Modeling/Analysis
F. Master Plan
G. Typical Design Standards
H. Report and Graphics
I. Community Meetings and Public Presentations

INFORMATION CURRENTLY AVAILABLE

The following information is currently available and will be provided to the selected consultant by the City:

1" = 200' Plannimetric maps with property lines and current zoning
Hampton Zoning Ordinance
Hampton 2010 Comprehensive Plan
Hampton Strategic Economic Development Plan 1994
Preliminary Wetlands Assessment
Black and White Aerial Photographs
Recently Completed Sanitary Sewer Study
Topography: 1968 spot elevations
Soils Information
Approved Subdivision Plans within the Study Area

(The above information will be sold to prospective consultants at prevailing public costs if they desire the information prior to final selection.)

PROCESS

Phase one work will be conducted under the direction of the Director of Parks and Recreation. The selected consultants will also work with an advisory committee made up of Parks and Recreation Advisory Boards, local civic/neighborhood representatives, and a variety of potential users, and City staff. A minimum of two (2) community meetings/ worksessions with area property owners and other interested citizens will be conducted by the selected consultants during phase one. Presentations before the Planning Commission and City Council will also be required.

QUALIFICATIONS

Minimum required qualifications shall include demonstrated capabilities to perform all identified tasks in the schematic scope of services and similar experience in at least three (3) communities in which revenue producing recreational amenities have been developed incorporating sensitive environments and nearby residential communities. Responses to this request for qualifications should include summary information and references of the three "best" examples of work which seems most similar to our proposed project.

U.S. Army Corps of Engineers
Norfolk District, Western Virginia Regulatory Section
803 Front Street
Norfolk, Virginia 23510-1096

May 6, 1998

Project Number: 98-5075

Waterway: Tide Mill Creek

1. Participant:
City of Hampton, Mr. Terry O'Neill
Armistead Pointe Park
22 Lincoln Street
Hampton, VA 23669

2. Authorized Agent:
Langley & McDonald
Attn: Sandra J.Y. Brinson 253-2975
201 Packets Court
Williamsburg, VA 23185

3. Address of Job Site:
Armistead Pointe Park, east side of North Armistead Ave., east of Hampton Roads Center Parkway, and bounded by Tide Mill Creek.

4. Project Description:
Verification of delineation for the proposed Armistead Pointe Park.

5. Findings

THIS IS ONLY A JURISDICTIONAL CONFIRMATION

This wetlands jurisdictional confirmation is valid for a period of five years from the date of this letter, unless new information warrants revision of the delineation before the expiration date. Our review of the Langley site data confirms that wetlands and other waters regulated under Section 404 of the Clean Water Act (33 U.S.C. 1344) are present on the job site listed above, as delineated by Langley and McDonald. These other waters include the pond, and a fringe of wetlands in the pond on the northwest corner of the property. The delineation is accurately flagged and is generally depicted, but not surveyed, on the wetland exhibit. Minor delineation alignment changes made 3/298 are not depicted on the drawing. These minor changes included some additional wetland area east of the pond on this site, and around the cemetery found on the east end of the site.

No work is authorized by this jurisdictional confirmation. Landclearing activity, road building, or other land filling activity in wetlands or other waters of the United States would require a Corps permit, as specified in part by the excavation rule dated August 25, 1993, found in Federal Register Volume 58, Number 163, starting at page 45008.

6. Corps Contact: John Evans at (757) 441-7794.

J. Robert Hume, III
Chief, Western Va Regulatory Section

NAO FL 13 REVISED DEC 90

City of Hampton

April 13, 1998

Don Whipple
City of Hampton - Planning Department
Harbour Center
Hampton, Virginia 23669

Dear Don:

Thank you for participating as a steering committee member for the Armistead Pointe Park project. Your valuable input during our design activity in February and in our committee work has led to the completion of the draft document and conceptual plan. Langley and McDonald and Associates and Thomas Pointe Associates took all of your comments into consideration. The resulting plan reflects your views and blends the best thinking of those who participated in the design activity.

The features recommended for the new park are as follows:

South Sector:

Three softball fields - with children's soccer field in outfields, central tower
One regulation soccer field with bleachers for high school use
One youth soccer field
Two basketball courts
Two volleyball courts
Concession /Restroom /Administration Pavilion
Picnic Area
Water Spray Playground
Adventure Playground
Canoe /Kayak Access
Multi-Use trail
Maintenance Compound
Roller Hockey in Parking Lot
Parking +428 spaces

DEPARTMENT OF PARKS AND RECREATION
22 LINCOLN STREET HAMPTON VIRGINIA 23669

North Sector:

Library
Indoor / Outdoor Activity Pavilion
Stage / Plaza
Botanical display in screen plantings
Paddle Boat Rental / Dock
Fountains in Tide Mill Pond
Gazebo
Playground
Open lawn area
Multi-purpose court
Multi-use trail
Parking +130 spaces

The enclosed conceptual design shows the location of each of these features. As the committee advised, these are features with low cost to participants. The park design offers a variety of experiences for a wide age range of users. As you have suggested, the plan will be available to the general public. Copies of the draft will be made available in the libraries and public notice of their availability will be given. A public presentation and hearing will take place before the Planning Commission at 2:00 p.m. on May 11, 1998 in the council chambers in City Hall. We invite you to attend and to encourage interested persons to do so as well.

Thank you again for helping the Parks and Recreation Department to improve the quality of life for Hampton citizens.

Sincerely,

Laurine

Laurine D. Press
Director

LDP/lc

City of Hampton
Parks and Recreation Department
22 Lincoln Street, Hampton, Virginia 23669
Phone: (757) 727-6347 / 727-6197
Fax: (757) 726-6980

FAX COVER SHEET

Date: 4/21/98	#of pages including cover: 3
To: Sharon McSmith Planning	From: Lisa Clark
Fax#: 727-6895	

NOTES:

P.25 your request - I can be reached at 728-3077

LC

Upcoming Events:

April 18th - CHILDREN'S BOOK FESTIVAL
CAROUSEL PARK - 10am - 6pm

May 9th - NEIGHBORFEST
GOSNOLDS HOPE PARK - 10am - 4pm

Thank you for participating as a steering committee member for the Armistead Pointe Park project. Your valuable input during our design activity in February and in our committee work has led to the completion of the draft document and conceptual plan. Langley and McDonald and Associates and Thomas Pointe Associates took all of your comments into consideration. The resulting plan reflects your views and blends the best thinking of those who participated in the design activity.

The features recommended for the new park are as follows:

South Sector:

Three softball fields - with children's soccer field in outfields, central tower
One regulation soccer field with bleachers for high school use
One youth soccer field
Two basketball courts
Two volleyball courts
Concession /Restroom /Administration Pavilion
Picnic Area
Water Spray Playground
Adventure Playground
Canoe /Kayak Access
Multi-Use trail
Maintenance Compound
Roller Hockey in Parking Lot
Parking +428 spaces

North Sector:

Library
Indoor / Outdoor Activity Pavilion
Stage / Plaza
Botanical display in screen plantings
Paddle Boat Rental / Dock
Fountains in Tide Mill Pond
Gazebo
Playground
Open lawn area
Multi-purpose court
Multi-use trail
Parking +130 spaces

The enclosed conceptual design shows the location of each of these features. As the committee advised, these are features with low cost to participants. The park design offers a variety of experiences for a wide age range of users. As you have suggested, the plan will be available to the general public. Copies of the draft will be made available in the libraries and public notice of their availability will be given. A

public presentation and hearing will take place before the Planning Commission at 2:00 p.m. on May 11, 1998 in the council chambers in City Hall. We invite you to attend and to encourage interested persons to do so as well.

Thank you again for helping the Parks and Recreation Department to improve the quality of life for Hampton citizens.

THOMAS POINT ASSOCIATES, INC.

Memorandum

From: Tom Flynn, Thomas Point Associates, Inc.
To: Steering Committee, Armistead Pointe Park Project
Subject: Preliminary Information on Potential Uses
Date: February 24, 1998

The following material summarizes preliminary market and financial findings on potential uses that we are considering at Armistead Pointe Park. There is a descriptive sheet on each of the following "feature elements:"

Concession Stand
Convenience Store
Golf Training Center
Rock Climbing Wall
Ropes Course
Soccer Complex
Softball Complex
Sports Amusement Center
Swim Center
Water Fun Center

The last page is an Exhibit that summarizes findings on each use and compares them under the leading criteria.

5 Decatur Avenue • Annapolis, Maryland 21403
Telephone (410) 267-0867 • Facsimile (410) 267-0497

Concession

Project Description:

- Development of a fast food operation to support sports events. Franchised food vendor (e.g. Domino's) could be attracted to good location with high-volume traffic and location. Depending on other components of the Park, there could be concession carts and kiosks at times of peak use.

Market Issues:

- Market is strong if featured elements attract users (e.g.., softball, soccer).
- There is good potential to work with franchise companies.
- Only one other park in Hampton has permanent concession.

Financial:

- Site lease arrangement could generate significant income. There is the potential for the City to create a for-profit concessions subsidiary. Prince William County Recreation Authority has created Park Concessions, Inc. that distributes profits from concessions and catering to Park Authority.

Economic Impact:

- Concession use or activity has very slight economic impact.

Compatibility:

- The use is compatible with site development under intense development alternatives.

Convenience Store

Project Description:

- Development of a "typical" convenience store that could provide fast foods for site users and convenient foods for area residents and pass-by traffic.

Market Issues:

- Retail centers in the vicinity of the site (Russo Village and Tidemill Shopping Center) are weak
- A good location on site with maximum traffic could be successful.
- Retail potential in the area will improve with extension of Hampton Roads Parkway.

Financial:

- Lease should provide annual payment (or equivalent) of 10-20 percent of "value" of site.
- Stores may prefer to provide amenities (e.g., rest rooms) instead of lease payment.

Economic Impact:

- Store would create jobs; however, there would be no net gain in jobs or sales in the region.

Compatibility:

- use could be compatible with neighborhood but site plan with gas station and drive-thru may not be acceptable.

Golf Training Center

Project Description:

- Golf training complex could combine chipping and putting greens, sand traps and driving range. Miniature golf could be a component, or could be developed separately.

Market Issues:

- North Hampton Golf Range and Academy provides golf training services on Hampton City landfill adjacent to Sandy Bottom Nature park.
- Driving ranges at North Hampton GRA, Peninsula Driving Range (on Mercury Boulevard), Langley Air Force Base and Fort Eustis.
- Miniature golf in Warwick Village has three 18-hole golf courses.

Financial:

- This type of facility could be developed in a public-private partnership.

Economic Impact:

- Golf training center and miniature golf have little economic impact except that they provide a few jobs and contribute to the overall recreational environment.

Compatibility:

- Since the City of Hampton leases land the North Hampton Academy, it would seem inappropriate to promote development of another facility in the same general area.

Rock Climbing Wall

Project Description:

- Indoor and/or outdoor climbing wall . Wall heights vary from 20 to 40 feet and higher.

Market Issues:

- Indoor rock climbing is growing fast but a Hampton location is weak. However, climbing would appeal to some military personnel.
- This type of use generally seeks a location next to a college or university setting.
- Facility might be combined into some type of "extreme sports center."

Financial:

- Income potential at this location is weak

Economic Impact:

- No economic impact.

Compatibility:

- City has proposed rock climbing attraction as a centerpiece of the proposed project in the Mercury Central area.

Ropes Training Course

Project Description:

- A series of ropes on poles or trees simulating climbing experiences in a course designed to develop self-confidence. Facility cost in Chesapeake estimated at $10,000-20,000.

Market Issues:

- There are two other public facilities in the region—in Chesapeake and in Newport News (City Park). The City of Chesapeake finds demand "weak" and would never construct the facility again.
- This type of a attraction could be marketed to corporations, hospitals, governments, etc.

Financial:

- The facility in Chesapeake generated approximately $4,000 in gross revenue in FY 1996-1997; management and maintenance costs exceeded income.

Economic Impact:

- While it would have little impact, the facility might be attractive to some Hampton companies and organizations for leadership training.

Compatibility:

- There would be low utilization and low impact on the neighborhood.

Soccer Complex

Project Description:

- Development of at least four soccer fields (possibly in a multi-use complex that could serve softball and football). Cost of the facility in Salem, Virginia was $5.6 million, including center tower with concessions, office.

Market Issues:

- The sport is growing fast nationally and in the region. The new Mariners operation in Virginia Beach should heighten interest.
- The best facilities in the region are in Virginia Beach, Norfolk and Williamsburg.
- Newport News is building two fields in Riverview Farm Park (unlighted) and has long-range plans (5-10 years) for four fields at Denbigh landfill.
- The City of Chesapeake is building a four-field lighted soccer/softball complex.

Financial:

- Tournaments can generate direct and indirect revenue. While some proponents contend that there should be no team entry fee for tournaments, a "small tournament" of 100 teams at $300/team would generate gross revenue of $30,000, and net revenue of $5,000-10,000.
- There is a significant potential for a larger number of tournaments.

Economic Impact:

- The economic impacts of this activity on accommodations, restaurants and travel services can be great. The City of Salem, Va. estimates an annual economic impact of $12 million per year from its multi-use field complex.
- The Prince William Co. Recreation Authority estimates an expenditure of $350-500 for each family that attends a tournament.

Compatibility:

- Field use could be intense and result in significant traffic at times of peak use.

Softball Complex

Project Description:

- Development of at least four softball fields (possibly in a multi-use complex that could serve softball and football). Cost of the facility in Salem, Virginia was $5.6 million, including center tower with concessions, office.

Market Issues:

- Local and regional demand appears to be strong. Women's softball has essentially relocated from Hampton to Newport News because of short supply of facilities.
- Regular scheduling conflicts arise in use of fields.

Financial:

- Revenue from field complexes is minimal. Cities focus on economic impacts.
- Annual maintenance for complex in Salem is $260,000; no charge for use.
- Batting cage that had been located at the Peninsula Driving Range, at the corner of LaSalle and Mercury, was closed in order to accommodate the widening of Mercury Boulevard. There could be a good revenue potential from this type of use if the other uses were appropriate.

Economic Impact:

- Tournaments have significant economic impact on accommodations, food and travel services.

Compatibility:

- Field use could be intense and result in significant traffic at times of peak use.

Sports Amusement Center

Project Description:

- Multi-use indoor center with video games and specialty attractions, such as laser tag, billiards, bumper cars. Center should include a food concession and party area. It could include miniature golf, climbing wall, roller blade floor and other features.
- Major facility cost in range of $2-3 million.

Market Issues:

- Industry standard is a market area population of 500,000 within ten-mile radius.
- Adjacent uses should help to generate traffic and support activity on site: multi-plex theater, restaurants, other amusements).

Financial:

Facility has very good revenue potential in the right location.
There is the potential to lease a site to a private developer/operator.

Economic Impact:

Slight economic impact to the extent that attraction provides support for other activity.

Compatibility:

Attraction would be more compatible in a Mercury Central location.

Swim Center

Project Description:

- Indoor swimming pool. Facility could include gymnasium, courts, meeting rooms and other uses.

Market Issues:

- Hampton is lacking in swim facilities, particularly in indoor facilities. Old Hampton Community Center serves a small portion of the population.
- Newport News is building a 50-meter indoor pool with 500-seat natatorium ($10 million).

Financial:

- User fees typically cover a portion of operating expenses (e.g., Virginia Beach covers approximately 40 percent of operating expense from user revenue).

Economic Impact:

- There is little economic impact unless facility is sized to handle swim meets.
- A pool complex could be attractive in representing "quality of life" benefits to company prospects.

Compatibility:

- Use would generate some traffic, but facility would be a positive addition to the neighborhood.

Water Fun Center

Project Description:

- Outdoor aquatics center with slides, fountains, lazy river and other recreational attractions. Facility cost could range from $2-5 million depending on features.

Market Issues:

- There are no water parks closer than York County and Virginia Beach (both private facilities).
- Facility would have strong appeal to family market, military and tourists.

Financial:

- Income from user charges could cover operating expenses and portion of debt service. Prince William County is generating net revenue of over $300,000 from large center.

Economic Impact:

- Could have a beneficial impact on tourism. Facility would represent a good half-day alternative to Water Country for many families traveling through the area.

Compatibility:

- Peak user traffic would have negative impact on neighborhood.

Exhibit

Evaluation Factors

Factor	Feature Element: Concession Stand	Convenience Store	Golf Training Center	Rock Climbing Wall	Ropes Course	Soccer Complex	Softball Complex	Sports Amusement Center	Swim Center	Water Fun Center
1. Market										
Local Need	●	○	○	⊙	⊙	●	●	○	●	●
Regional Need	⊙	○	○	⊙	○	⊙	⊙	○	⊙	●
2. Compatibility										
Neighborhood Compatibility	⊙	○	⊙	⊙	⊙	⊙	⊙	○	●	⊙
City Development Compatibility	●	⊙	○	○	⊙	●	●	○	●	●
3. Financial Performance										
Capital Cost	●	●	⊙	●	●	○	○	●	○	○
Operating Performance	●	●	⊙	○	○	⊙	⊙	●	⊙	●
Concession Sales	●	○	○	○	○	●	●	●	⊙	●
4. Economic Impact										
Impact	○	○	○	⊙	○	●	●	●	⊙	⊙

Evaluation Symbols:

● Top Third	The top tier or best in the factor rated, in terms of need, financial performance, etc.
⊙ Middle Third	In the mid-range of performance.
○ Bottom Third	The weakest or worst, indicating serious problems associated with development.

Source: Thomas Point Associates, Inc.

Compiled Program Elements Suggested at Public Charette
Number and combination of elements vary from plan to plan, 5 groups

Softball Complex : 5 fields with warm up field
Softball Fields: 1-2
Little League Fields : 0-1
Full size soccer fields : 1 - 2
Youth Soccer : 0-2
Youth Football : 0-1
Volleyball Courts : 2-8
Basketball Courts : 0-4
Tennis Courts : 0-6
Multiple Use Paved Courts
Playgrounds, Including Adventure Playgrounds
Horseshoes Pits
Picnic Areas and Shelters, Gazebo
Group Corporate Activity Pavilion
Botanical/Demonstration Garden
Small Amphitheater
Rock Climbing Wall
Ropes Course
Fitness Course
Multi-use Trails
Library
Community/Recreation Center : Various Functions and Sizes
Indoor Pool Complex
Outdoor Pool
Lazy River Tube Float
Paddle Boats
Fountains
Miniature Golf
Batting Cages
Retail Food Operations
Sports/Skate Equipment Rentals
Retail Sports Store

Program Elements from Final Plans, Saturday, 2/14		
#1	Softball complex, one warm up one soccer	8 Volleyball Fast-food/Retail
#2	2 Softball 1 Full-size Soccer 2 Youth Soccer Pool 4 Basketball 2 Volleyball 1 Ropes	1 Youth Football Horseshoes Amphitheater Small Trail Picnic Play Garden
#3	2 Full-size Soccer 2 Softball Playground - Large Indoor Pool Community Center	2 Basketball Picnic Putting 2 Volleyball Trail
#4	Botanical Garden Pool Lazy River Mini Golf Ropes 2 Youth Soccer Full-size Soccer Playground - Large Very Large Comm/Rec Center	Amphitheater Paddle Boats Little League Softball - 1 Fountain Batting Cages Library Volleyball - 2 Trail
#5	Rec Center Library Pool Complex Ropes/Climbing Course Stage Fountain Large Playground 6 Tennis 4 Volleyball	Multi-use Black Top Court Fitness Trail Picnic 4 Basketball Retail Gazebo Softball - 1 2 Full-size Soccer

RESOLUTION

WHEREAS, the Armistead Pointe property, located in the Mercury Central section of Hampton has been identified in the *2010 Comprehensive Plan* as a future site of a community park conducive to fulfilling recreational needs appropriate to a highly developed setting; and

WHEREAS, the City Council has recognized development of this property as a strategic community investment which will meet quality of life needs; and

WHEREAS, a preliminary master plan and economic feasibility analysis will evaluate use of the property for multi-purpose athletic fields with spectator amenities and commercial amenities attractive to clients of the park; and

WHEREAS, this first phase study will identify the sequence stages necessary to move forward with the proposed plan;

NOW, THEREFORE, BE IT RESOLVED that $60,000 from bond interest be appropriated to develop a preliminary master plan and economic feasibility analysis of the Armistead Pointe property.

Adopted at a regular meeting of the City Council of the City of Hampton, Virginia, held January 14, 1998.

James L Eason
Mayor

Diana D. Hayden
Clerk

R. Hayden Smith

Funeral Home

Proposal for Parcel Purchase
at Armistead Pointe

R. Hayden Smith Funeral Home
245 S. Armistead Ave.
Hampton
723-3191
Contact: Kevin B. Smith

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Background

R. Hayden Smith Funeral Home has been serving Hampton Roads since 1901. For five generations, our family business has been committed to providing quality service, support and compassion to survivors and friends of those who have died.

However, our commitment to the whole community is broader than providing funeral services. For the last thirteen years we have sponsored bereavement workshops in Hampton featuring Dr. Alan Wolfelt, the nation's leading authority on adult and childhood grief. These community workshops have educated hundreds of caregivers such as school counselors, police chaplains, clergy, social workers, nurses, grief support group leaders, etc. and have given them the tools to help people cope with their grief. Today these caregivers are helping Hampton Roads.

We provide an educational program for young children, "How to Tell Good People From Bad People." We also provide workshops to churches and other civic groups that deal with what to do when someone dies and also making funeral arrangements. Our newest service is providing a one hour talk show on 790 AM WNIS during the holiday season which gives people in the Hampton Roads area a chance to speak live to Dr. Wolfelt about their grief and feelings of loss during Thanksgiving and Christmas.

Site Selection

Around 1990, R. Hayden Smith Funeral Home started looking for additional funeral homes sites that would comply with local funeral standards after the turn of the century. During the search for property there were six main objectives.

1) Northampton Area
2) Property that would induce a serene or calming effect for mourners.
3) Four to six acre parcel of land
4) Procession traffic convenient to main cemeteries in Hampton.
5) Property that would involve minimal clearing for use.
6) Reasonable air traffic noise level.

Big Bethel Rd., Semple Farm Rd., Magruder Blvd., Hardy Cash Dr., Mercury Blvd., and others have been considered. These parcels are too close to the LAFB flight path because the noise caused by passing planes would create an unreasonable burden to people attending funerals or having personal time with their loved ones.

R. Hayden Smith Funeral Home is interested in the section of Armistead Pointe that is naturally cut out of the forest. It provides the type of space which we believe can be a peaceful and thought provoking environment. (See page 5) Overgrowth clearing would be necessary but minimal. To truly experience the calming effect this property offers those in grief, one must be able to look past the overgrowth and focus on the sounds, movements, and natural setting of this area of Armistead Pointe.

The building and parking area can be designed to offer a site for funeral service which will enhance the environment and create a safe space for those beginning the healing process.

Purpose

Those who have experienced the death of someone close want to find ways to better cope with their grief. We believe it takes a combination of people, actions, and environments to accomplish this task. Our staff is present to be compassionate and offer emotional support. Our actions have proven our commitment to quality service to the bereaved by helping ease the strain of decision making. Our environment intends to offer a warm "home like" atmosphere and to avoid the presence of a cold institution like" setting.

We propose to purchase five and a half acres of the parcel on the south corner, fronting Armistead Ave. (See Page 6) This will be a parcel approximately 500 X 480 Ft. It will include one of the two abandon cemeteries located on the proposed Armistead Pointe Park property. We will develop no more than 2.5 acres for the operation of a funeral home business. To preserve the natural environment of the remaining acres, we will landscape, plant trees and clear overgrowth. The remaining acres will also act as a natural buffer from Armistead Pointe Park activity and noise from the LAFB flight path.

Within the conceptual design of the park, please notice that our proposed area is encroaching on a portion of the proposed park's parking lot but not on any of the proposed activity areas. By simply extending the parking lot further northeast on the property, the park design remains relatively unaffected, all activity areas will remain as designed and we are able to develop the proposed funeral home also.

Value added to the community

1) Once developed, this site will offer an environment which will help people cope and find solace with their grief.
2) A funeral home will be constructed and operated in the Northampton Area.
3) The location is convenient to the larger local cemeteries.
4) Funeral procession traffic and the resulting congestion through the city will be reduced.
5) Time and manpower needed for police during police escort of funeral processions will be reduced.
6) Since a pumping station will need to be constructed before the any development on Armistead Pointe by the city or any other entity, our proposed purchase and development of the property will help offset the cost of that station. (See Page 7)
7) Our property taxes and business license taxes will offer income to the city on a previously non-tax producing Property.

Conclusion

R. Hayden Smith Funeral Home recognizes Armistead Pointe as an ideal location for a funeral home and wishes to work with the city of Hampton in developing a place for healing and grief.


TIDE MILL FARMS
BANNISTER DR
TO PUMP STATION
PROPERTIES TO BE ACQUIRED
PROPERTY TO BE ACQUIRED
Tide Mill Creek
POTENTIAL FISHING
POTENTIAL HABITAT ENHANCEMENT
Sharon Baptist Church
803/1465
1205/2198
VIEWS
POTENTIAL IMPACTS TO NEIGHBORHOOD
PASSIVE USE POTENTIAL
FUTURE HAMPTON ROADS CENTER PARKWAY RIGHT-OF-WAY
POTENTIAL PERMANENT TRAIL CONNECTION
HAMPTON ROADS CENTER PARKWAY
VIEW
0/3549
2161/3549
EXISTING ROAD POTENTIAL TRAIL USE
BORROW PIT / POND
OPEN AREA LIMITED AGRICULTURAL USE
GOOD SOCCER FIELD POTENTIAL
MINIMAL NEIGHBORHOOD IMPACTS
ACTIVE USE POTENTIAL
APPROXIMATE LIMITS OF STREAM CHANNEL PER 1960'S MAPPING
POTENTIAL ACCESS
OLD FARMS
1727/2101
Parklawn Memorial Park
ARMISTEAD AVE NORTH
1245/3244
Wesley United Methodist
TO PUMP STATION
TIDE MILL LA
LEGEND
Property Line
Proposed Hampton Roads Center Parkway Right-of-Way
Creek Banks
Tidal Wetlands (size and location of wetland areas is approximate)
Nontidal Wetlands (subject to survey)
Limits of 100' CBPA Resource Protection Area
Cemetery Location - approximate
1968 Topographic Contours (changes in topography since 1968 are not reflected on this map)
DIRECTION OF TRAFFIC
1990/2010 TRAFFIC COUNTS/ ESTIMATES
OVERHEAD ELECTRIC
20" WATER MAIN
Composite Analysis
Armistead Pointe Park
City of Hampton, Virginia
0 100' 200' 300' 400' 500'
L&M #1800036-001.02 FEBRUARY 1998 DWG. #5557SJ

Master Plan
Armistead Pointe Park

City of
Hampton, Virginia

L&M #1960036-001.05 MARCH 1996 DWG. #2875 - 1

Key Points of Armistead Pointe Park Plan

1. A.P.P. Master Plan (Page 1)

   Through an extensive master planning process, the Parks and Recreation **2020 Master Plan**, the site has been designated as a **potential site** for an athletic complex to serve the entire community

2. A.P.P. Master Plan (Page 5)

   a) The Budget developed for Armistead Pointe Park is Approximately $7,760,000 and is broken into major use elements for analysis. The sector north of the Hampton Roads Center Parkway is budgeted at $3,870,000, including over $2,000,000 for the branch library building. The sector south of the parkway is budgeted at $3,360,000, and includes the athletic complex.

   b) The entire site has additional general developing costs of approximately $535,000, including a new sanitary sewer pump station costing $250,000.

   c) The attached budget figures are based upon the recommended plan for Armistead Pointe Park and represent construction and development data in March 1998, with a **fifteen percent contingency** for inflation and unforeseen market factors.

3. A.P.P. Master Plan (Page 11) In addition to debris, three headstones were also observed within the wooded portion of the site. Portions of two of the crypts in the wetland area were above ground, probably as a result of frost heave over the years.

4. A.P.P. Master Plan (Page 12)

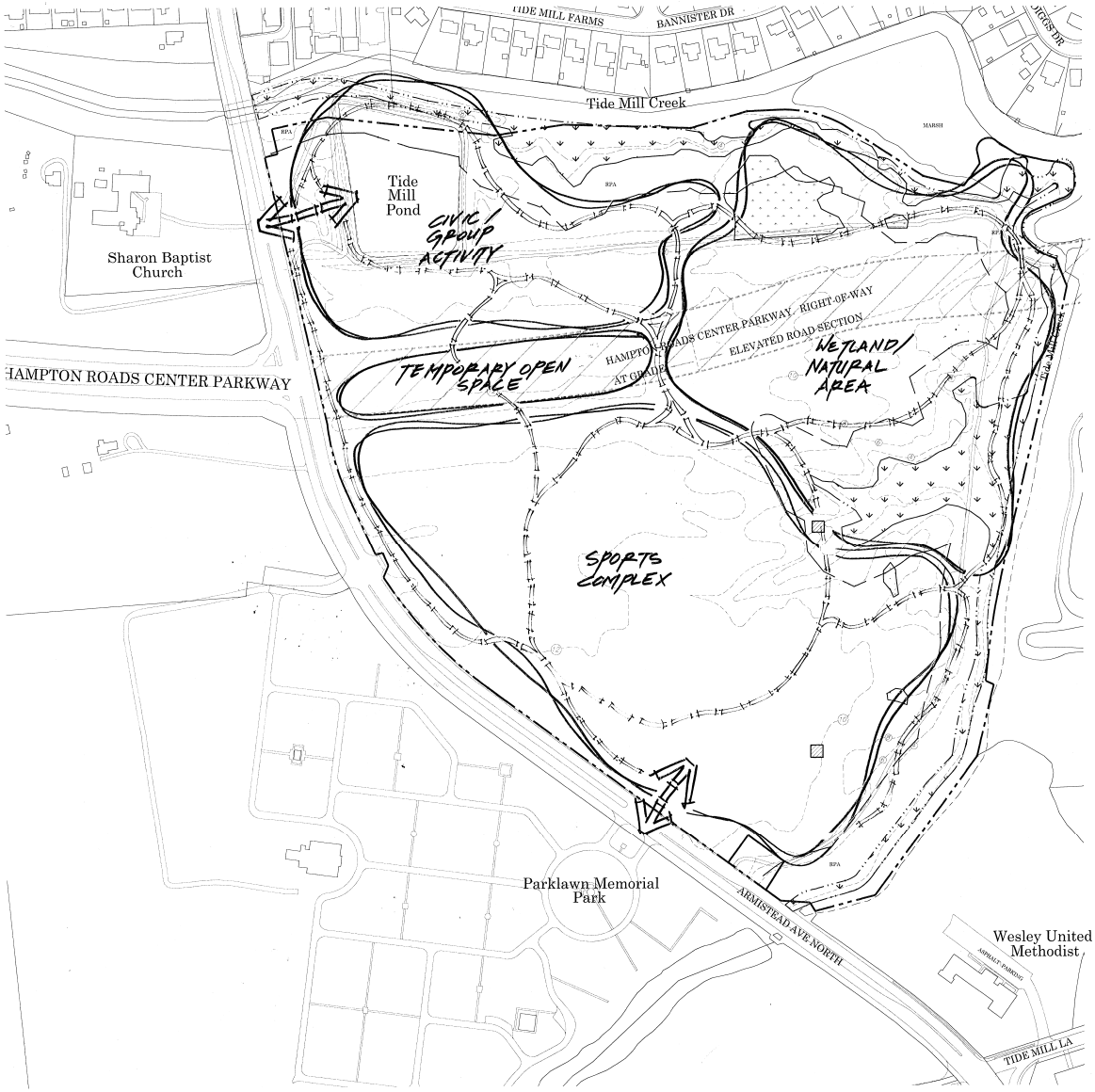
   a) Electrical power and water for most typical park facilities can be provided to the site from existing lines in Armistead Ave.

   b) In order to provide sewer service to the site, a new pump station will need to be built at the site. Currently the City requires a standard design for a pump station that they maintain. The budget for a standard pump station should be **two hundred fifty thousand dollars**, and has a capacity that exceeds any uses anticipated at the park.

5. A.P.P. Master Plan (Page 22)

   a) UTILITY DEVELOPMENT- North and South sectors of the park must be developed as complementary but primarily independent systems. Any permanent utility linkages such as sewer lines or electrical conduits must be established prior to Hampton Roads Center Parkway development, and designed to accommodate future roadway construction.

   b) The site will be served by a single sewer pumping station in the south sector.



LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option A
Softball Complex

Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

L&M #1980036-001.01 FEBRUARY 1998 DWG. #25275 B

LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option A
Softball Complex

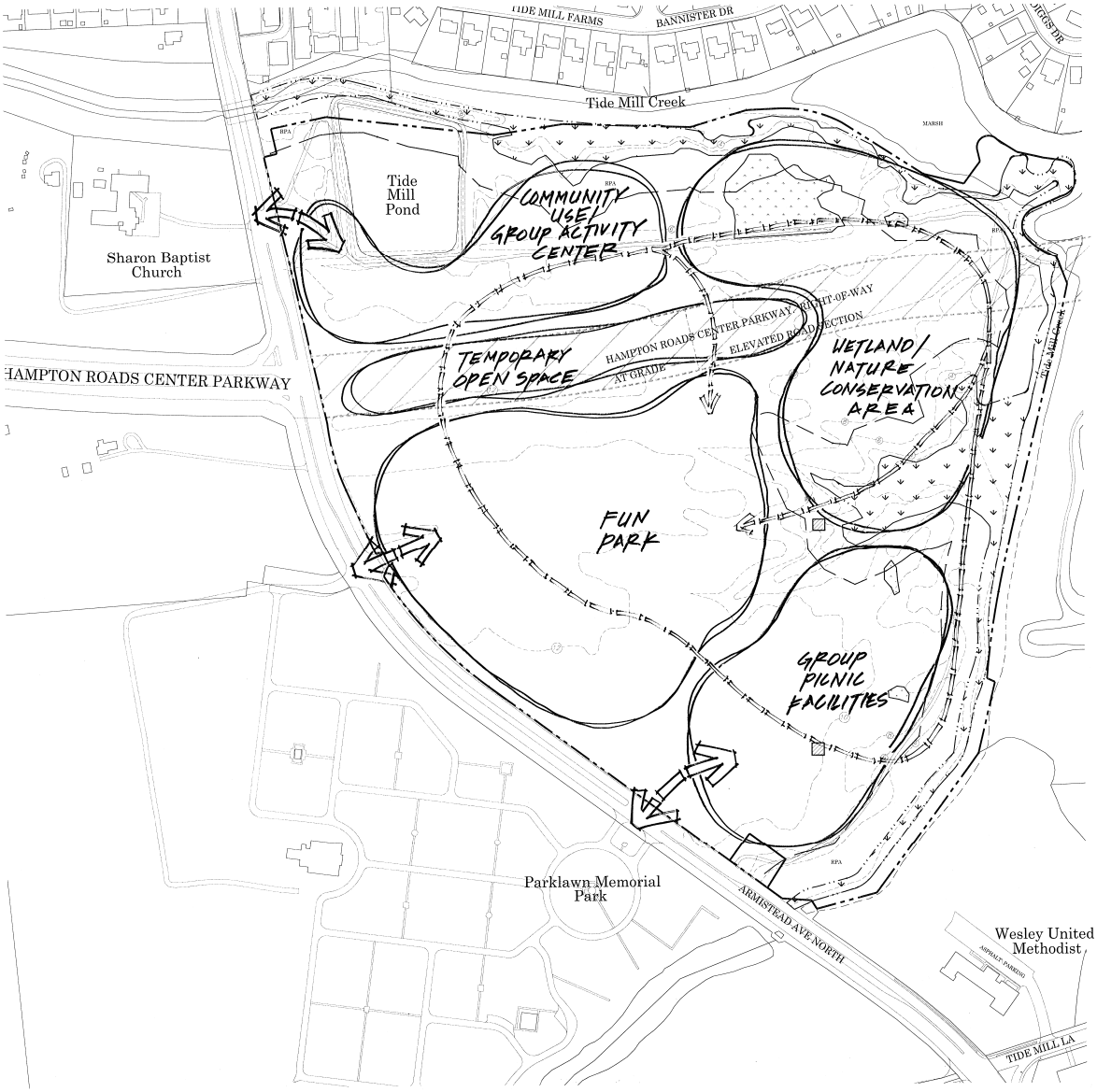
Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

L&M #1980036-001.01 FEBRUARY 1998 DWG. #252



LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option B
Fun Park

Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

L&M #1980036-001.01 FEBRUARY 1998 DWG. #25275 D

LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option B
Fun Park

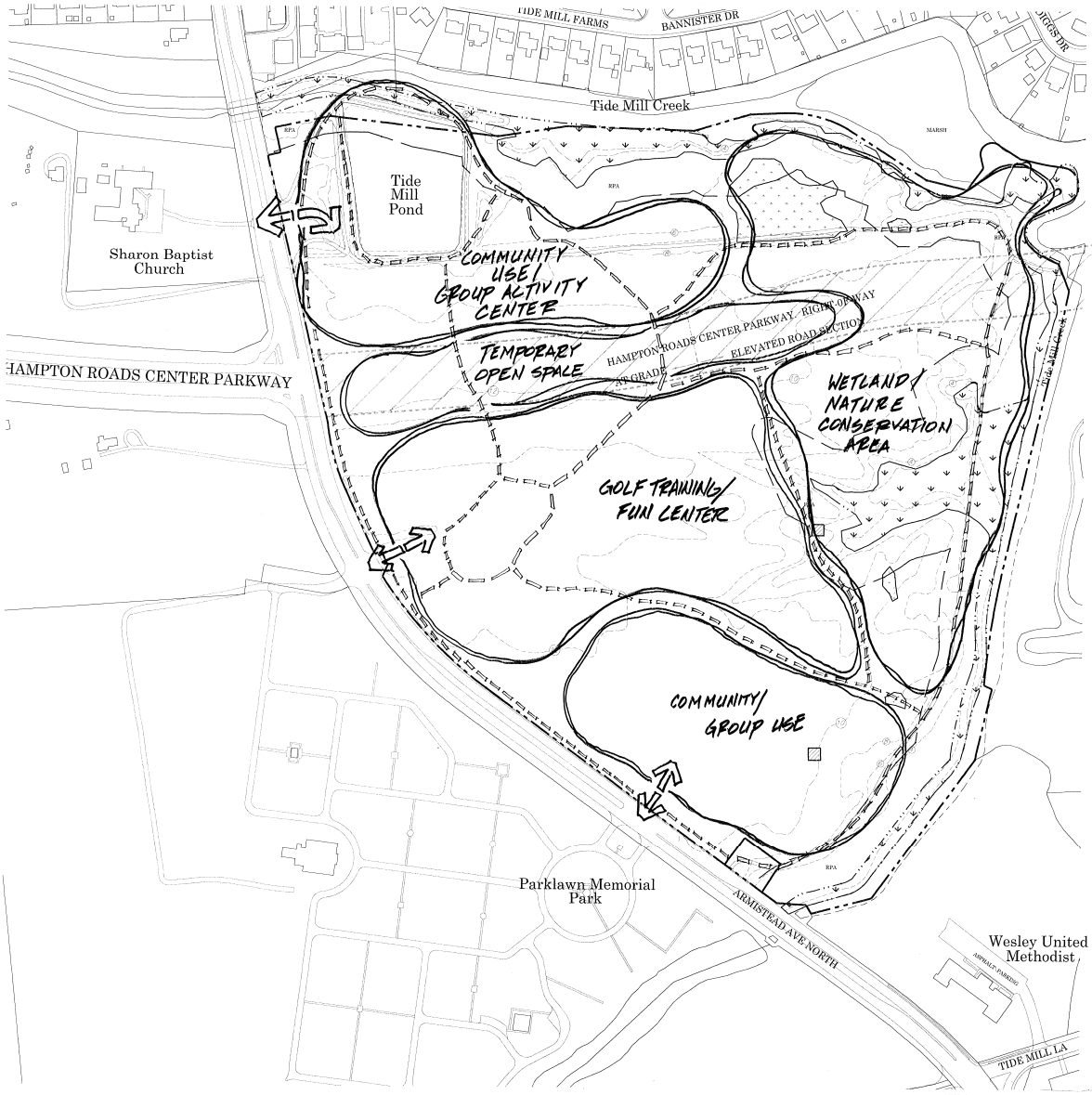
Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

L&M #1980036-001.01 FEBRUARY 1998 DWG. #25275 E



LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option C
Golf Training

Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

L&M #1980036-001.01 FEBRUARY 1998 DWG. #25275 F

LEGEND

- Property Line
- Proposed Hampton Roads Center Parkway Right-of-Way
- Creek Banks
- Tidal Wetlands (size and location of wetland areas is approximate)
- Nontidal Wetlands (subject to survey)
- Limits of 100' CBPA Resource Protection Area
- Cemetery Location - approximate
- 1968 Topographic Contours (changes in topographic since 1968 are not reflected on this map)

Option C
Golf Training

Armistead Pointe Park

City of
Hampton, Virginia

SCALE: 1" = 100'

0 100' 200' 300' 400' 500'

L&M #1980036-001.01 FEBRUARY 1998 DWG. #25275G